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BERRY'S SEED FACTS AND BARGAIN CATALOG

FIELD SEED OUR SPECIALTY

A. A. BERRY SEED CO.
CLARINDA, IOWA

PURE BRED GRAIN AND GRASS SEED

THE WORLD'S LARGEST SEED HOUSE
SELLING DIRECT TO THE FARMER

BUYING HIGH GRADE SEEDS ECONOMICALLY

BERRY'S WORLD BRAND SEEDS.

The True economy of seed purchases lie in getting seeds that give the best results. It takes the best seed to get the best results and our World Brand seeds are our highest quality.

Berry's World Brand seeds are made from the best country seed. This seed is graded with care. It is thoroly cleaned by screening and by passing the seed over an air blast to remove the light matter that was not screened out. A triplicate screen is used to secure the most perfect results possible.

World Brand quality seeds are secured from plump, bright stock. The brightness denotes good germination; the plumpness, good strong healthy plants that have the vigor to produce heavy yields as well as the ability to withstand unfavorable conditions much better. Berry's World Brand quality seeds are clean and high in purity and germination. Practically all impurities are removed. Freedom of dirt and foreign matter means more seed. High purity insures clean stands. Good germination means better stands and requires a smaller quantity of seed per acre. It also cuts down the chances of failures to get a good stand.

World Brand Seeds are purchased by critical buyers. It is bought by men who find that the best is the cheapest not only in the long run but often in the first cost on account of using less per acre. These farmers order Berry's World Brand quality because they know from experience that it will please them. They do not even ask for samples for World Brand quality seeds are always satisfactory. Berry's World Brand to them means protection against poor seed and insurance on high grade seed.

World Brand quality seeds cost a little more than our other grades. This quality is worth more. We try to make our other grades worth what we ask for them. The Fancy grades is good seed but it is not the best we handle. Fancy is the best that many dealers carry and often they carry no better than our Planet Grade yet they call it their best. Probably it is, as it may be the only kind they have.

Berry's World Brand quality seeds are not expensive to buy. You will find the prices on it consistently lower than the best grades of others. The quality of World Brand seeds often run better than many of these so-called best grades. Get samples and see for yourself that you can make a big saving on Berry's World Brand Quality seeds. When you discover what World Brand quality means in field seeds; when you get acquainted with its superior points of purity, germination, color and plumpness of berry; when you realize the protection you have in securing such seed and when you find that you can buy this World Brand quality at a big saving in price—you will agree with us that this is the most economical seed you can buy.

World Brand quality seeds can be sold at a saving because, on account of our financial rating, we can buy to advantage, and because of our low selling cost and large volume we can sell on a closer margin than others can do. In many cases our selling cost, plus profit, is smaller than the selling cost alone of some organizations.

Better yields and cleaner fields mean bigger profits. In the last analysis it is for your own direct benefit to sow World Brand Quality seeds. We have always tried to serve your interests for in doing so we have served ourselves in the way of getting a large measure of satisfaction from you and your continued patronage.

If you have never sown World Brand quality seeds do so this year and you will find we were serving your best interests when we recommended and even urged you to use it.

TAKING THE HEAT OUT OF "HOT-AIR"

YOU GET A GUARANTEE ON BERRY'S IMPROVED KHARKOV WHEAT.

OUR SEED WHEAT GUARANTEE.

We have every confidence in the Seed Wheat we are offering, and if you do not find it as represented, or entirely satisfactory upon arrival, you may return it in 10 days and we will refund you your money without question, also the freight. You are the judge and jury and we stand by your verdict. We further guarantee to refund the difference over market price paid for our New Improved Kharkov, if it does not increase your yield and cause you to grow more wheat per acre than you would if you used ordinary common stock. If we did not know our Seed Wheat to be all right we would not make such a broad guarantee, for we mean just what we say. We are financially responsible. See bank and other references.

WHY DO WE GUARANTEE?

We guarantee our New Improved Kharkov in this way because we want you to grow this heavy yielding variety. There is no question in our minds as to its superiority as a wheat. We know what it can do and you will read elsewhere why we can guarantee our New Improved Kharkov in this way. The point we want to bring out here is that you are protected because we know that almost every year two or three, "so-called" wonderful varieties are placed before the American farmer. If everything that was claimed for those wheats was true you would have a veritable gold mine on your farm. Unfortunately and to the sorrow of many farmers this is not always true. The merits of the wheat were apparently largely a product of the imagination.

Please note that we do not attack any particular kind of wheat. It is not necessary. You probably have lost money by investing in such seed wheat at a very fancy price.

NO RISK ON KHARKOV.

You will find no radical, bombastic, hip-hooray, statements on Kharkov. We want the wheat to proclaim its own sterling merits at threshing time. The figures we give you on Kharkov are facts, not fancies. They are strong evidence that this wheat is one of the biggest money making varieties on the market today. If it were not we could not guarantee it. It is because we guarantee it that you take no chance in buying Kharkov. It costs you a little more in the first place to buy Kharkov Wheat. It is worth more. The point is that you get the extra money back if the Berry's New Improved Kharkov deos not out yield your other varieties.

PLAY SAFE.

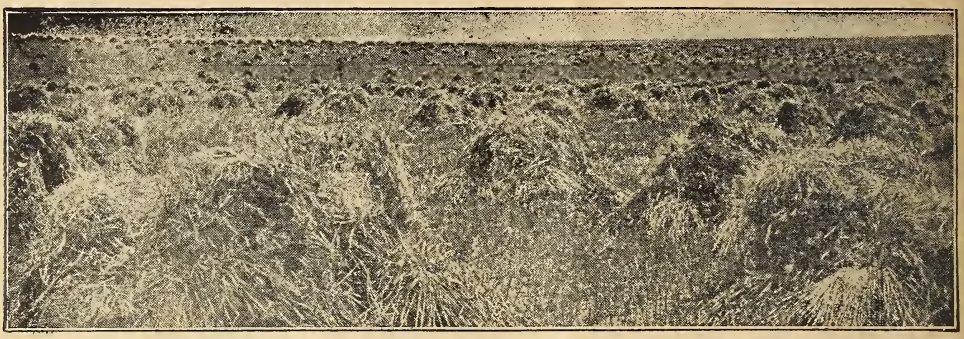
A few men have money enough to experiment with any old thing that comes along. The most of us either can't afford or don't want to risk a disappointing yield. Profits count. We have been selling this wheat for over ten years. Is it not reasonable to ask you to have confidence in Berry's New Improved Kharkov Seed Wheat when we have confidenece enough in the same wheat to back it up with a guarantee that hands you back the extra money you spent for it if it fails to increase your yield?

MAKE MORE PROFIT.

It is not wise to grow inferior wheat when you can increase your profits by sowing a superior variety. Just be sure you are getting a superior variety. It is more foolish to go to an untried variety than it is to stick to a run down type that you may be growing.

You can always use more money and we are confident you can get it through our Improved Kharkov. Read all the information we give you on it. Remember these figures are based on actual tests. And remember further that we back our confidence in our wheat by our guarantee.

A QUESTION OF INTEREST TO WHEAT GROWERS



WHAT MAKES A PROFITABLE WHEAT.

It's a question of dollars and cents with you. Any variety of wheat that will bring you a good net profit over and above the expense of seed, the cost of seeding and a fair return on your investment is a profitable wheat.

There are thousands of farmers who are not growing wheat at a profit. At least, there would be no profit if labor and investment were fully figured into the cost of producing it. We are confident that in thousands of cases the growing of wheat can be made to show a handsome profit, when it is now showing none, by simply using a better variety of wheat than is being used for seed. Many are using good varieties, but the seed has "run down", so to speak. Some use just any old kind of seed and some pin their hopes for increased yields on some new and unknown variety for which impossible returns are predicted.

POINTS OF GOOD WHEAT

HARDINESS

Hardiness is probably one of the points most especially desired by most farmers. It is important because it has such a direct bearing on yields. The amount of the yield is the principal final aim of those who grow wheat. Therefore, in judging the variety you are going to sow this fall do not over-look this very important feature. We also want you to bear in mind the superior hardiness of Kharkov and Kanred Wheat of which you will read more later.

STOOLING QUALITIES.

The ability of any particular variety to stool out has a direct influence on the yields. It also has bearing on the cost of seeding. A wheat that stools lightly must be sown at a much heavier yield per acre than a heavy stooler. This is plain to all. The less seed you need the lower the cost. The first cost however, is a minor matter. It would pay you to increase the cost per acre if by so doing you would get four times the usual crop, but that seldom holds out.

The main benefit of a heavy stooling wheat is the large number of stalks from one grain. One of our reports on Kharkov Wheat shows one hundred and thirty-four heads of grain to a single sprout. It does not take a scientist to figure out that this is a profitable wheat to grow. The general average reports on Kanred Wheat show it to be fully as good a stooler as Kharkov. Both varieties rank at the top.

MILLING QUALITIES.

We are convinced that there is not sufficient attention paid to the milling qualities of the wheat that is being sown. It pays to observe this, for a good milling wheat always commands a premium over a poor milling wheat.

In order to get the biggest possible profit out of wheat you must produce the heaviest possible yield of the highest quality stock. It makes a big difference in your profits. You must remember that your investment in land and implements, your cost of preparing a seed bed is the same regardless of the wheat you may grow. You have to raise a certain number of bushels per acre to pay this cost. What you get over and above that, is profit and every extra cent you can add is velvet. A few extra cents per bushel on account of quality means that many dollars that you would not have had otherwise, and a number of extra bushels per acre means a fat profit indeed.

Both Kharkov and Kanred have proven themselves to be excellent milling wheats and hardy, heavy stooling wheats, but we want to tell you more about them later and show you just when and why they are such profitable varieties to grow.

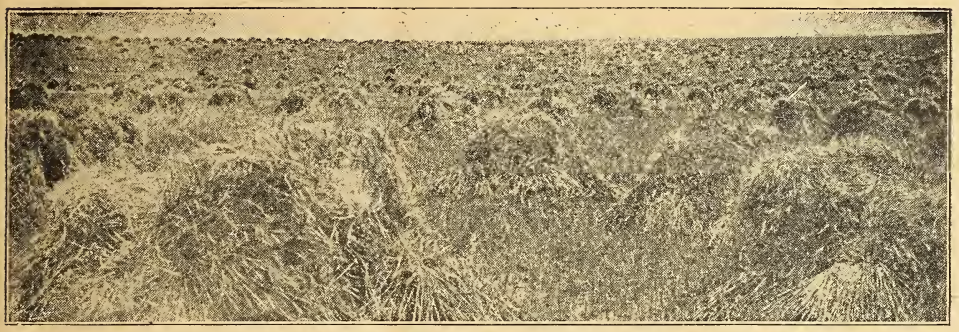
CLEAN, PLUMP STOCK.

Seed must be thoroly recleaned in order to give best results. This fact alone will not give you a big crop for any wheat, no matter how poor a yielder, may be recleaned to look nice. It is the qualities that lie in the germ of the kernel that has the big bearing on your profits. Seed wheat should, of course, be plump and typical of the variety. Different seasons effect the appearance of the grains somewhat, but only the heaviest, plumpest berry should be sown for maximum results.

HOW TO GET A PROFITABLE WHEAT.

You, no doubt, already know what constitutes a profitable wheat. You have long ago realized the importance of the points we have touched on. Our only purpose to bring them again to your attention was because we have the wheat that has these properties. It has the hardiness. It possesses the most remarkable stooling qualities. It is a fine milling wheat. And it positively is one of the heaviest yielding wheats. We absolutely guarantee it to yield more than any other wheat you may be growing. There are a lot of different claims made for different varieties of wheat. A lot of them are nothing but claims. We make no claims. The fact will be presented to you in the next few pages. On the basis of these facts we issue our positive guarantee for increased yields. You can't base a guarantee on "hot-air." Facts mean something. In this case, they mean that we have a wheat that is a profitable wheat to grow.

IT WILL PAY YOU TO READ THE PAGE



KHARKOV—THE WHEAT WE GUARANTEE.

Kharkov is a wheat that is remarkable chiefly because of the heavy yields it produces. Yields of forty to fifty bushels per acre are not unusual and yields of seventy bushels per acre have been obtained. If these heavy yields were occasional freaks of nature it would not pay you to read further. These heavy yields have been so consistent from year to year that we can positively guarantee it to out yield any other variety of wheat. Right there is where we differ from other seedsmen claiming to have a wonderful new wheat. We back up our statement with a guarantee. We do not know of any others who will show so much confidence in their claims.

ORIGIN OF KHARKOV.

This wheat was brought from Russia to this country by agricultural investigators. They were impressed by its wonderful ability to withstand severe winters in that cold country. This together with its undoubtedly heavy yielding qualities led them to bring some of this wheat back to America. That was over eleven years ago but its subsequent history has proven it to be the heaviest yielding wheat brought to this country. It has the necessary hardiness and vitality. It possess the most remarkable stooling qualities. It is a fine milling wheat and it is unquestionably a very heavy yielding wheat.

REPLACING SPRING WHEAT AND SOFT WINTER WHEAT.

There is probably no better proof of its hardiness than the fact that our customers are growing Kharkov Wheat two hundred miles north of what was formerly supposed to be the limit of the hard winter wheat belt. You will find for instance a report on a testimonial page of a Michigan customer who grew sixty-five bushels of Kharkov wheat per acre last year. Another customer in Ohio produced 45 bushels per acre. In this instance Kharkov has spread out over an entire section of the state from an original 8 bushels of seed. Now these actual tests in sections that are not supposed to be adapted to hard winter wheat show up the sterling qualities of Kharkov wheat in a most remarkable manner.

DEMAND INCREASING RAPIDLY.

News of this kind travels fast and we have had difficulty in the last few years of maintaining a seed supply equal to the demand and this in spite of the ever increasing supply of seed. Many customers write us that they disposed of their entire seed crop the first year for seed purposes to their neighbors at a premium. That makes a very fancy profit the first year.

It is naturally to our interest to keep up the quality of our Kharkov and we strive to improve the strain.The New Improved Kharkov that we offer you is a heavier yielder than the original stock yet fully as hardy and superior as a wonderful stooling wheat.

THE COST OF SEEDING.

It costs you more to buy a bushel of Kharkov Wheat than to buy just a bushel of wheat. It's worth more. If you can double your yield with Kharkov you can't afford to do without this wheat and that is just what it has done for many. If it only increased it five bushels per acre it pays you to buy Kharkov.

While the cost per bushel is more than most wheat the cost per acre is not much higher. One to one and a quarter bushels per acre are usually sown. This produces a good heavy stand because Kharkov is such a wonderful stooler. In fact we contend that it is the greatest stooling wheat grown and the actual yields and results bear out this statement.

WE GUARANTEE THAT KHARKOV WILL INCREASE YOUR WHEAT YIELDS.

You are not asked to buy this wheat as a "blue sky" proposition. You will find in this book a guarantee clearly printed and leaving no room for misunderstanding. It is put out by the Worlds Largest Mail Order Seed House and sent direct to you thru the United States mails. It is absolutely binding. It means just what it says and that is that, if our New Improved Kharkov Seed Wheat fails to produce more wheat per acre than any other wheat you may be growing, that, in such case, our celebrated Kharkov Wheat will cost you no more than common ordinary stock would on the market.

YOU TAKE NO CHANCES.

The extra investment you make in this Kharkov Wheat cannot be lost. You will get the increased yields or you get this extra money back.

Friends, we are not in business to send money back. We would not make such a proposition if we did not have absolute confidence in our New Improved Kharkov. We want to help you grow more wheat from the same soil. There is a lot of satisfaction in doing that. We also have a selfish motive for in helping you we help ourselves. We want you to grow our Kharkov Wheat this year because it will increase your profits by producing better wheat and more of it. Don't delay your order one day. Send it now. Buy wheat that the growers stand back of. Use our Improved Kharkov. Its guaranteed to you, absolutely and without restriction.

FACTS AND FIGURES

WHY WE CAN GUARANTEE KHARKOV WHEAT.

The answer to the above is very short and simple. We can guarantee Kharkov Wheat to increase your yields over any other wheat because of its past performance. It has consistently, year after year, demonstrated its remarkable yielding qualities. The reports of our customers, the experiments of agricultural stations and our own results have firmly established our faith in our New Improved Kharkov as a superior yielding wheat. Its hardiness, its stooling quality and its high grade as a milling wheat make it, in our estimation, the most profitable wheat you can grow. If we were not absolutely convinced that it would increase your yields we could not afford to guarantee it to you in the way that we do. We are offering this wonderful wheat to you and urging you to sow it because of the bigger profits it will bring to your individual pocket-book.

READ THESE FACTS CAREFULLY.

KANSAS EXPERIMENT STATION.

Best Producing Varieties of Hard Winter Wheat.

Variety	Bu. Per Acre
Kharkov yield in the last test	52.81

Three Year's Average.

Kharkov	47.30
Defiance	47.22
Hard Red Winter	46.31
Bearded Fife	44.93
Malakoff	44.93
Turkey Red	44.70
Botany	39.61

Nebraska Experiment Station.

The Nebraska Experimental Station has also given study to winter wheat and has made tests repeatedly and finds Kharkov by far the best variety. We give their report showing Kharkov made the phenomenal yield of 66.9 bushels per acre.

Kharkov	66.09
Turkey Red No. 3	57.00
Beloglina	33.36
Turkey Red	52.04
No. 1535	45.89
No. 1672	37.87

The Iowa State College has tested Kharkov and speaks very highly of it; also reports it a heavy yielder and well adapted to this state.

EXTRA HARDY AND HEAVY YIELDER.

Taken from Bulletin No. 121, Illinois Experiment Station:

"Kharkov is a Russian Wheat received from the Kharkov Agricultural Society of Kharkov, Russia. It is described as a hard, Red winter Wheat, similar to Turkish or Crimean, but comes from a region much farther north, therefore, extremely hardy. This is the variety that gave the highest yield at the DeKalb Fields.

NOTICE WHAT THESE FARMERS SAY.

Mt. Cory, Ohio., Aug. 4, 1919

A. A. Berry Seed Co.

Dear Sirs:—About five years ago I sent to your firm for eight bushels of Improved Kharkov Seed Wheat. It has proven very satisfactory as there are thousands of acres sown to this Kharkov in Northwestern Ohio all coming from my original eight bushels. I have had yields of from 25 to 45 bushels per acre. Have 200 acres this year averaging 30 bushels straight thru; testing from 60 to 62 as it comes from the threshing machine. Have already sold 1000 bushels for seed at home.

Yours very respectfully,

D. R. Dukes.

Jacksonville, Ill., R. 4, July 23, 1919.

The Kharkov Wheat that I got of you last fall to sow five acres, averaged 41 1-5 bushels per acre, while my other wheat made an average of 26 bushels.

A. C. Reid.

Lake View, Mich., March 4, 1920.

I sent to you a year ago last fall and got a bushel of Kharkov Wheat and it yielded at the rate of 64 bushels to the acre, also the Timothy and Alsike proved good. I am well satisfied with the seeds I have got.

Robert Young.

You will find more letters praising our Kharkov on the next page. These letters are vital proof of the superior qualities of our New Improved Kharkov.

IT IS TO YOUR INTEREST TO GROW BERRY'S NEW IMPROVED KHARKOV WHEAT.

Let us take for example that it will cost you three dollars a bushel more for our Improved Kharkov than ordinary wheat. The price list will show you the exact difference altho you should bear in mind that we furnish the bag free. However, a difference of three dollars per bushel will serve as an example. Sowing at the rate of 1¼ bushels per acre would mean a cost of $3.75 more per acre for seed. The actual difference is less for you would probably sow from one-fourth to one-half more bushels per acre, making the actual increased cost of seeding only about $2.50 per acre.

ONE BUSHEL INCREASE IN YIELD COVERS EXTRA COST OF SEED.

Every bushel increase is extra profit. Robert Katton of Bellwood, Nebraska, increased his yield 16 bushels per acre. At $3.00 a bushel for wheat his extra profit was $45.00 per acre over and above the profit he made on his own wheat.

A. C. Reid of Jacksonville, Ill., increased his yield 15 1-5 bushels per acre. Taking off one bushel for extra cost of seed leaves him an extra profit of $42.60 per acre that he would not have had if he had not sown Berry's Improved Kharkov. And so we might go on.

WHY NOT GET THIS EXTRA PROFIT YOURSELF?

If you can make a profit on ordinary wheat, this extra profit from Kharkov makes a big difference. On a forty acre field an extra profit of $45.00 per acre means $1,800.00 more money for you. Can you afford to throw that opportunity away when you take no chance on the extra investment.

Remember this is a guaranteed wheat. Get your order in early. Mail it today. It means more money for you to act quickly.

SHOWING WHAT OTHERS THINK OF KHARKOV

KHARKOV BEST VARIETY THAT CAN BE SECURED.

Topeka, Kansas.

Gentlemen:—We are glad to learn that you are in position to furnish wheat growers with your Kharkov seed. There is no question whatever about the superior value of this variety of wheat. It is widely grown in the great hard wheat belt of this state with the very best results. It is recommended in the very strongest way by experts of the Kansas Experimental Station. You will be doing the cause of wheat farming a splendid service by putting good seed of this variety into the hands of farmers in Kansas and other states where hard winter wheat is desired.

Very truly yours,
Arthur Capper,
Publisher Mail and Breeze.

KHARKOV MAY YIELD 70 BUSHELS PER ACRE.

Dear Sir:—The Kharkov wheat purchased from you last fall made a remarkable heavy yield. We threshed 675 bushels off the 15 acres, making an average yield of 45 bushels per acre, out yielding any other variety in the neighborhood. I am satisfied that I could have picked on an acre that would have yielded better than 60 bushels. The dry hot weather cut the heads a little short but if conditions were just right a yield of 70 bushels is not impossible. We had one bad rain and windstorm and that laid the wheat flat, but it raised up; we were able to cut it with a binder to good advantage and the crop was not affected. I also consider it a great drought resister and very hardy for we had a severe winter. It certainly pays well to have good seed.

Yours respectfully
Casper Ackerman.

KHARKOV YIELDS 16 BUSHELS MORE THAN COMMON WHEAT

Bellwood, Nebraska.

Gentlemen:—I will write you something concerning my winter wheat I bought of you last year. I told you I would write you if it did anything. The wheat I sowed of my own raising made about 25 bushels to the acre. Your Kharkov made 41 bushels per acre. I drilled in and sowed 1½ bushels to the acre, sowed four bushels and harvested 109 bushels of fine wheat.

Yours as ever,
Robert S. Kayton.

KHARKOV PROMISES WELL.

Gentlemen:—You say in your Seed Facts to write you a friendly letter and as we have been customers of yours for several years will say a few words of appreciation. In regard to the little magazine "Seed Facts" I think it is the very thing and will be a help to both you and your customers. Our Kharkov Wheat we purchased of you is doing well and also we have a fine prospect for Blue Hull-less Barley from seed bought of you a year ago. I remain,

Leroy Hendricks.

KHARKOV DOES WELL IN SPITE OF UNFAVORABLE CONDITIONS.

Emerson, Iowa.

Had a splendid stand of Winter Wheat from the Kharkov seed wheat I bought of you last fall, but the weather went against it. However, I expect to thresh out a good return.

Very truly. J. L. Evans.

BAD WINTER BUT KHARKOV YIELDS 50 BUSHELS PER ACRE.

Rainebridge, Ind.

Gentlemen:—The four bushels of the New Imported Kharkov winter wheat I bought of you last year sowed one bushel to the acre and I have straw enough for 50 bushels to the acre. I will thresh in a few days and then will let you know the results. From what I can see of it and the kind of a winter we had I think it's the wheat for Central Indiana.

Respectfully,
S. R. Thomas.

ORDERED 30 BUSHELS IMPORTED KHARKOV AND HAD THE BEST WHEAT IN THE ENTIRE COUNTRY.

Jefferson City, Mo.

Gentlemen:—Referring to the wheat will say that I got the best wheat in the entire country.

Yours truly,
Jas. A. Houchin.

KHARKOV PROMISES A HEAVY YIELD IN ILLINOIS.

Atwater, Ill.

Gentlemen:—Last fall I purchased of you some of your Improved Kharkov seed wheat which has done real good and I believe will yield well. I am writing to see if you would buy what I raise from this variety for seed purposes. Would be pleased to hear from you by return mail.

Yours truly,
Arthur H. Bloome.

SOWED 300 ACRES WITH KHARKOV-YIELD EXTRA GOOD-NOW WANTS CAR LOAD.

Queen City, Mo,

Gentlemen:—I now write you regarding a car of your Kharkov Wheat for seed, I sowed 800 acres with your Kharkov and yields run up as high as 46 bushels to an acre and made and average of 25 bushels over the 800 acres. All of this wheat stood the winter and spring extra well. Whenever in need of seed will write you.

Yours,
W. A. Rinehart.

BEADLESS KHARKOV LOOKS FINE IN KENTUCKY.

Gentlemen:—The small shipment of Beardless Kharkov Wheat which I ordered from you arrived in good order and in good time. I had sown this on a strong piece of ground, after a heavy growth of cow peas. The wheat has come up well, though its sprouting was somewhat retarded by a protracted spell of dry weather. The plants look very strong and healthy and have a rich color. I am well pleased with the prospect so far. I sowed about 1 bushel 1½ pecks to the acre. When this wheat is harvested next June, I will keep an accurate measurement of the results, and will let you know.

Yours very truly,
Chenault Huguely.

KHARKOV LOOK FINE.

Mr. Berry:—I sowed some of your Kharkov Wheat last fall, Sept. 17. It certainly is a pretty field is about 1 foot high and very thick, just a little more than one busel per acre. It is very wet up here and surely not fit to pasture said Wheat. What should I do for best results? Simply let it go on, or mow it with common mower, or what? A word of advice will surely be greatly appreciated.

Yours very truly,
A. B. Hull.

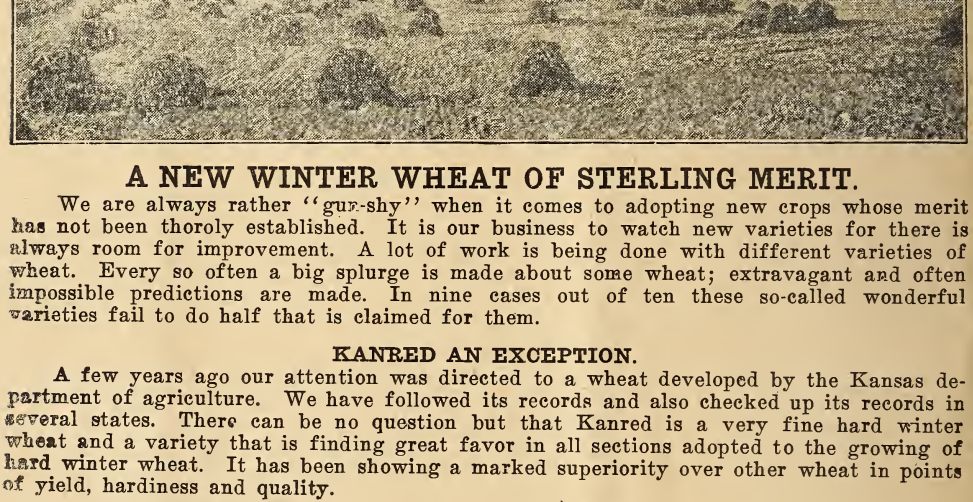
KHARKOV HARDIER THAN TIMOTHY IN ILLINOIS.

Shabonna, Ill.

Sirs:—I got some Russian Kharkov Wheat of you two years ago. It went 42 bushels per acre on rather poor land. It stands the hard winters of northern Illinois better than timothy or clover and is very fine wheat. I tried Turkey Red, but it would not live through the winter here.

Yours truly,
V. A. Stevens,

KANRED



A NEW WINTER WHEAT OF STERLING MERIT.

We are always rather "gun-shy" when it comes to adopting new crops whose merit has not been thoroly established. It is our business to watch new varieties for there is always room for improvement. A lot of work is being done with different varieties of wheat. Every so often a big splurge is made about some wheat; extravagant and often impossible predictions are made. In nine cases out of ten these so-called wonderful varieties fail to do half that is claimed for them.

KANRED AN EXCEPTION.

A few years ago our attention was directed to a wheat developed by the Kansas department of agriculture. We have followed its records and also checked up its records in several states. There can be no question but that Kanred is a very fine hard winter wheat and a variety that is finding great favor in all sections adopted to the growing of hard winter wheat. It has been showing a marked superiority over other wheat in points of yield, hardiness and quality.

HISTORY OF KANRED

This wheat has developed from one head of wheat raised from seed that was originally brought from Russia. It is possible that this was part of the original Kharkov but we cannot state definitely as to that. This grain was planted and the following crops were carefully watched. Year after year they made a careful study of the earliness, hardiness and yield. The best were kept by themselves. In 1911 they sowed field plots of this wheat. In 1914 they began the distribution of the seed to other experiment stations and to farms in various sections. It is now becoming quite widely established and there is no question but that Kanred is a very profitable wheat to grow.

POINTS OF SUPERIORITY.

The experiments show that Kanred ripens from one to four days ahead of all other varieties tested. Sometimes a day or two can have a considerable influence on the yield. It has shown remarkable hardiness. In some cases all other type winter-kill about fifty per cent whereas Kanred come thru in almost perfect condition. This has a big bearing on yield for in cases when winter-killing was severe it out yielded the Turkey Red from ten to eleven and a half bushels per acre. Such seed is worth a lot more money to you. Kanred resists rust in a surprising manner. It is practically immune to the black stem rust and is much less affected by the orange leaf rust than other varieties. Kanred is consistantly a heavier yielder. A record of 242 tests made by farmers in different sections show that in 232 cases it out yielded all other varieties.

WHAT FARMERS SAY ABOUT KANRED.

We have in our files a number of reports made by farmers on Kanred wheat We do not have room to give them in full but will give you some of the points brought out in their letters. If you want their names and address we can give them to you.

"Yielded up to forty-four bushels per acre.

"Kanred stooled more and stood drought better than Turkey Red. Yield almost doubled."

"Kanred seems to be a great wheat to stool. It seems to be quite a bit hardier."

"We consider Kanred better than local wheat. Stools more, quality better, yield 75 per cent more."

"Kanred stood dry winter better. 20 per cent better yield."

"Kanred better drought resister. Quality of grain better. 44 per cent increase in yield."

"Kanred stooled more, ripened earlier and is in my opinion a better wheat."

Kanred stooled twice as much as Turkey Red, ripened four days earlier. Withstood Hot Winds much better. The straw was stiffer. Yielded 88 per cent bigger crop than Turkey Red, almost double. Gave twice as much pasture for neighbors who used it for pasture purposes.

"Kanred more drought resistant. 50 per cent increase in yield."

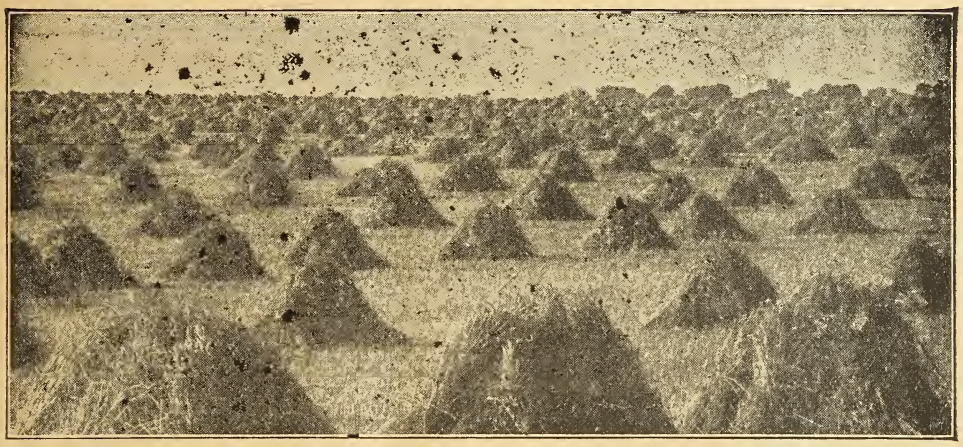
"Kanred gave less loss from freezing. 75 per cent bigger yield than local seed. Tested 4 lbs. per bushel higher."

These are actual farm tests that bring out the real value of the Kanred wheat. They are convincing proof of the fact that Kanred is a heavier yielder and a better stooler than other wheat grown by these farmers. It resists drought and winter-killing much better. It is scarcely affected by black stem rust and orange leaf rust. It has stiffer straw. All these points make it a heavy yielding wheat and because it is a heavy yielder you should be growing it.

Expense is a little higher price for seed and that is insignificent compared to the increase in yield as reported. We personally consider Kanred and our New Improved Kharkov the very best hard winter wheats in American and we know what we are talking about when we say that.

GROWING $2.00 WHERE $1.00 GREW BEFORE

KANRED WHEAT MULTIPLYS PROFITS.



COST OF PRODUCING WHEAT.

You have to raise a certain number of bushels of wheat per acre to pay for the cost of producing the crop. This cost includes the proportionate share of each acre in rent or interest, depreciation in machinery, cost of seed, preparation of the ground, cost of seeding of seeding and harvesting, including the value of your own time. The number of bushels required to pay this cost varies according to the price of wheat as well as the value of your farm, the price of labor and machinery. The cost may run as high as ten or twelve bushel per acre.

WHAT INCREASED YIELDS MEAN.

If you produce fifteen bushels per acre your profit may be around five bushels per acre. In that case your local wheat is not earning enuf. You have seen on another page what Kanred wheat has done for farmers in comparison to local wheat. It increased yields from 50 per cent to 90 per cent. The difference was all inthe variety.

Let us assume 20 bushel per acre as an average yield and estimate the cost of production at 10 bushel per acre. You have a profit of 10 bushel. If Kanred only makes a 50 per cent increase in yield it will make 100 per cent increase in your profits. Fifty per cent increase would mean 30 bushel of wheat. This less the cost of 10 bushel leaves 20 bushel profit or just twice as much profit. Like wise a 75 per cent increase in yield makes 150 per cent increase in profits.

CAN DOUBLE PROFITS.

You can figure from the above that it is not extravagant to claim that Kanred will double the profits of your local wheat. It only takes a 50 per cent increase to do that and many farmers report much larger increases than that. It is, of course, impossible to state just what your increase will be. We can only show you what it has done for others in the past and the only way we can judge the future is by past performance. That governs us in practically all our doings and is the only safe way of judging. Not only has the State Agricultural Department of Kansas had excellent results but farmers as well. Further the other state agriculture departments report Kanred as the best hard winter wheat in their tests.

READ WHAT OTHER STATES SAY ABOUT KANRED WHEAT.

Before finally deciding to offer Kanred Wheat we took the matter up with several state experimental stations to learn what they thought of Kanred. We wanted to know without doubt whether or not it was a superior variety of hard winter wheat. They report in substance as follows:

NEBRASKA—Kanred Wheat is widely grown in this state and stands among the very best yielders. We consider it very well adapted to our conditions.

COLORADO—Considers it a superior wheat. Yields a little better than pure Turkey Red and withstands severe winter conditions very much better.

ILLINOIS—Kanred proved to be one of the best yielding varieties tried and consider it well adapted to hard wheat sections of that state.

MISSOURI—Kanred shows up as a very fine winter wheat in hard wheat section.

Iowa has just begun experiments.

It is well to observe that the states which have given it the longest test are the most enthusiastic about it. The more they see its value the better it is appreciated. On account of other states having no publications on it we cannot give you additional reports. There is no question in our minds however from the data that we have collected but that Kanred is one of the best money making hard winter wheats to be found in the United States.

There should be a heavy increase in the demand for Kanred Wheat from year to year and we are confident that the first crop in any neighborhood will be demanded for seed. This should bring a nice premium to you.

Start this year growing Kanred Wheat. The Wheat that has made good wherever tried. The Wheat that increased yields for other farmers from 50 to 75 per cent and increased their profits over 100 per cent. It is an extremely hardy Wheat, an excellent stooler, a good milling wheat. It has proven a money maker for others. Why wait until everyone is growing it. Start now and benefit yourself.

Our seed has been thoroly recleaned. It is first class stock. Guaranteed to please. We'll take it back if you are not pleased and refund all money paid. The seed supply we have is very limited. Please order promptly. It means the best seed and service and satisfaction to order at once.

A BEARDLESS WHEAT THAT IS BEST BY TEST

HEAVY YIELDING BEARDLESS KHARKOV.

Surpasses all others in test of twenty-five varieties.

It is to your interest to learn about this extraordinary wheat and especially so if you are interested in a beardless wheat. We have called this wheat Beardless Kharkov on account of its many points of similarity to our famous Improved Kharkov. It is not a hard wheat like our Improved Bearded Kharkov, but it has superior stooling qualities and remarkable hardiness for a medium soft wheat. These features are chiefly the cause for the exceptionally heavy yields being received.

A kernel of wheat that sends up a large number of grain bearing sprouts is bound to be a heavy yielder. This coupled with strong vitality and hardiness make it a money-making wheat.

You cannot invest your money to better advantage than to pay a little extra for our New Beardless Kharkov. The extra cost is not large. It amounts to only a couple of dollars per acre. This extra investment will bring to you a wheat that is of a hardy type, possessing remarkable stooling properties and that has proven itself to be a wonderful yielder It comes to you thoroly cleaned, strongly sacked and ready to sow.

INCREASES PROFITS.

Our Beardless Kharkov has increased profits from $25.00 to $50.00 per acre in many cases. In all probability it will do fully as well for you. Try it, even if only a few acres and be convinced that in our Beardless Kharkov, we are offering a wheat that is a wheat and the kind of a wheat that you need.

REPORT OF ONE GROWER.

It is just this spring that one of our customers located in Maryland made his report on this New Beardless Kharkov. His letter is, as follows:

Rockville, Md., Feb. 2, 1920

Gentlemen:

Myself and my father (J. W. Nicol) ordered 45 bushels of Beardless Kharkov Wheat from you in the fall of 1916. It yielded remarkably, near 40 bushels to the acre. The Maryland Agricultural College tried it out the next year and in competition with twenty-five other varieties, outyielded its nearest competitor 8 bushels to the acre.

Yours truly,

C. W. Nicol.

A TEST THAT MEANS SOMETHING TO YOU.

In the above letter you see in the first place the result a farmer has had with our Beardless Kharkov. He bought forty-five bushels which enabled him to sow a fair acreage. He secured a yield of forty bushels per acre which was evidently a good yield for his section. He is a long distance removed from Iowa, yet his wheat did wonderfully well.

Mr. Nicol was enthused about the wheat and wanted to know what his state agricultural experts thought about it. They took some of the seed of his own growing and note the results. It beat every one of the other varieties grown and the best one of the twenty-five was eight bushels per acre below our heavy yielding Beardless Kharkov. This test has a direct bearing on your pocketbook, Mr. Wheatgrower.

You know that state experiment stations, as a rule, do not test out things unless they appear to have some merit. It is quite certain that all these wheats tested had considerable merit, yet our Beardless Kharkov out yielded them all.

HOW THIS EFFECTS YOUR POCKETBOOK.

Let us take the case of Mr. Nicol, for example. He probably had thirty acres seeded to our Beardless Kharkov. Supposing instead that he had sown the next best wheat tested out by the Maryland Department of Agriculture. Had he done so it would have meant a loss of two hundred and forty bushels of wheat. With wheat at three dollars a bushel he would have been out $720.00, or turn the matter around and it would mean an extra profit of $720.00 from our Kharkov Wheat on thirty acres. And this is drawing a comparison with its nearest competitor. On other varieties the extra profit was no doubt over $1500.00 on the thirty acres, or $50.00 per acre.

WHAT WHEAT ARE YOU GROWING NOW?

We ask the question merely to get you to thinking about the importance of variety as connected with yields. Forty-five bushels per acre is no uncommon yield for our Beardless Kharkov. Does your wheat do as well? If it does, try out some of our Beardless Kharkov next to it. They thought they had good wheat in Maryland, but our Kharkov beat them all and it is quite certain to outyield wheat you are growing.

On the other hand, if you are not satisfied with the yields you are securing, it is unqestionably to your interest to grow our Beardless Kharkov. You cannot afford to throw away the extra profit that this wheat has shown it can produce

A late report received from Maryland, at the time of going to press, advises that the last few years have been poor wheat years and that Kharkov has not yielded as much in excess of other varieties but during the past ten years it has been the best with one exception.

BERRY'S BEARDLESS KHARKOV IS FINE WHEAT

BIG PROFITS IN BEARDLESS WHEAT.

We want to urge everyone of our customers and especially those to the south and east of us to sow Berry's Beardless Kharkov Wheat. To the north and west the hard bearded Kharkov would probably do better tho even in those sections the beardless is often very profitable. Likewise the bearded Kharkov is a heavy yielder in eastern and southern states altho generally speaking the beardless does best there.

INSIST ON BERRY'S BEARDLESS KHARKOV.

On the opposite page you have good evidence of why it is to your advantage to grow this wheat. It means bigger yields and likewise bigger profits. The berry of the Beardless Kharkov is a little larger than that of the bearded and it is a very fine appearing wheat. The straw is stiff and stands up well. It is very seldom that it lodges under the conditions where we grow the seed and we grow it on good fertile soil so as to impart to the seed stock the vital characteristics essential to the production of bumper crops.

EXTRA HARDINESS ASSURED IN OUR SEED.

The condition under which we grow our seed are such as to increase the hardiness of the seed. The crop must withstand much more unfavorable conditions than as a rule prevail in sections to the south and east of us. This extra vitality is imparted to the seed and to the crop that you grow from this seed. Therefore in securing your seed from us you have less danger of winter killing. This point alone is a large influence on the yield. Even the other varieties should winter equally well, the superior yielding qualities of Berry's Beardless Kharkov make it the wheat that you should be growing.

EXTRA PROFIT ON FIRST CROP.

You will find that the results of the first harvest of Berry's Beardless Kharkov will, almost without exception, attract a great deal of attention and create a big demand for seed. A very nice premium is usually obtained by the grower, thus adding another extra profit for you on the wheat. This premium can easily cover the extra cost of the seed.

SEED SUPPLY LIMITED.

We have arranged for a liberal acreage for seed purposes and it has wintered with its usual success. The demand for it last year was more than we could supply and we fear that our present stocks will not come near to going around as we have already had inquiries for the seed before this book was printed. We wish therefore to urge you to order right away. This spring we had to refund money on several different kinds of seed on account of our stocks becoming exhausted. We realize that this may cause some inconvenience, but we simply cannot fill orders if we do not have the stock left.

You are the one to benefit by ordering at once. The extra profits are yours. It is all to your interest to act promptly. For our part, we guarantee to ship you A No. 1 plump recleaned seed that must show up to your entire satisfaction or can be returned at our expense with a full refund to be made, including transportation charges.

Send your order for Berry's Beardless Kharkov today.

BERRY'S RED CROSS.

THE WHEAT WITHOUT THE BEARDS.

Is hardy, drought resisting, a presistent and heavy yielder. It grows large, smooth heads on stiff straw, which seldom if ever blows down. The heads fill with large, plump kernels of extra quality, generally averaging in size one-third larger than the bearded varieties, such as Turkey Red, Malakoff, etc.

Red Cross wheat is a very early variety, ripening generally a week or so before the bearded sorts. This is a valuable feature of the Red Cross, as the earlier the wheat is harvested the less danger of drought, winds, etc.

Red Cross wheat is adapted to Iowa, Illinois, Kansas, Oklahoma and all other wheat growing states. We have sold wheat in several states, and it seems to give as good results elsewhere as here. In fact, Red Cross is quite extensively grown in Iowa, Illinois, and some of the eastern states.

Red Cross wheat will grade as number two on the market, and you can see by all market reports sells for 8 to 12 cents per bushel more than hard or bearded wheat. Thus you can see if you had a field of fifty acres in Red Cross wheat and it made, say thirty bushels per acre, it would sell on the market for over one hundred dollars more than the same field would in hard wheat if you get as many bushels per acre, which you likely would not do. The increased cost for seeding the Red Cross on fifty acres over the price of hard wheat would be about $40.00. In other words, your net profits counting each field yield alike, would be three or four times above the extra cost of seeding. Do you think you could invest money elsewhere where it would give the same per cent of profit as in good, pure, recleaned Red Cross seed wheat?

Owing to uncertain market conditions at time this catalog goes to press we cannot make firm prices. See price list enclosed for latest quotations.

WINTER GRAINS OF GOOD QUALITY

IMPROVED TURKEY RED.

Practically every man acquainted with wheat growing knows that the Turkey Red is a very good variety of hard winter wheat. It is grown extensively throughout this section and has in many tests proven itself to be a heavy yielder. Before the introduction of the Kharkov the Turkey Red was the best variety of hard wheat. It is also a hardy variety although it does not equal the Kharkov in this respect or in yield. We have striven to improve the common Turkey Red wheat and the seed we offer is superior to what is commonly sold as Turkey Red. It makes a wonderful difference in results obtained from the same variety of wheat if the seed is produced under different conditions. If it is raised where winters are not very severe the seed loses its properties of hardiness. Therefore, all Turkey Red Wheat is not equally hardy and this is likewise true of other wheats.

It is just as true that this wheat when sown on poor soil or on improper seed bed does not have the opportunity to develop its maximum growth, which results in reduction in yield and plumpness of berry. Our Turkey Red, like our Improved Kharkov is raised on soil conditions that develop plant and berry and is bound to be a much heavier yielder. Likewise the climate conditions produce seed of exceptional hardiness.

If you wish to sow Turkey Red Wheat you will find our stock of a quality that will produce the most satisfactory results. Do not sow a run down strain, but get pure, clean seed of the highest type as represented in our Improved Turkey Red.

DEFIANCE.

It is claimed that this is an improved variety of the Turkey Red and some predict wonders for it. We have tried out the wheat and found it to be a very good variety, indeed. We can find no occasion to become unduly excited about it, however. It may have been improved somewhat, but we cannot help but have greater faith in the Turkey Red seed that we offer, for it is produced under excellent conditions and shows rather a higher type of improvement.

We keep a supply of the Defiance on hand for those who wish to try this variety and you will find the seed pure and equal to any stocks offered.

IMPROVED MAMMOTH RYE

For several years there has been a demand for an improved variety of Winter Rye. We have given this crop a great amount of attention and feel well paid for doing so as we are in position to offer a variety of rye which is far superior to what you have been accustomed to growing.

If you are short on pasture you will find it a splendid crop to grow. It can be sown either early or late in the fall with good results. If you wish fall pasture, sow early and it will afford splendid pasture until late in the fall, and in the spring it will be ahead of all grasses and can be pastured until May and then will make a good crop. The crop can be removed in time so as to grow a fodder crop of either Kaffir, Cane or Millet. Anyone who is short of feed will find that a few acres of rye for pasture or grain crop is a big paying investment.

It is of great value to dairy farmers and there is nothing better for hog pasture, for it comes early when they need green feed. Our Mammoth White Rye is of extra quality and we are sure it will please both for pasture and grain crop.

We want to urge you to sow some of our IMPROVED WHITE RYE this fall.

TEN POINTS ON GROWING RYE

1. It is hardier than wheat and will grow where all types of wheat will winter kill.
2. It will grow on soils too poor or sour to grow wheat. Rye is especially adapted as a grain crop on sandy land. It is not as hard on the soil.
3. Rye can be sown later in the fall than wheat. It will germinate more quickly and when the temperature is but a few degrees above freezing.
4. Rye is attacked by fewer insects and diseases than wheat.
5. In many sections and especially on poor soils it yields bigger crops than wheat.
6. It produces a more valuable straw than wheat
7. Rye will do much better on acid soil than wheat.
8. Rye uses less nitrogen than wheat; therefore grows on poorer land and uses less soil fertility.
9. It is generally a better crop for fall, winter, or spring pasturage.
10. It makes a better green manure and better cover crop than wheat.

There are many points in the above that you should study. It is our opinion that Rye can be profitably sown on four-fifths of the farms in the United States. There are other points in its favor. Sow Rye this fall. It will pay you very satisfactory returns.

INCREASE YOUR PROFITS ON WHEAT

WHEAT CULTURE.

You want to harvest the biggest possible yield from your acreage. We have brought to you attention the kinds of wheat that have consistent records of heavy yields. We even guarantee our Improved Kharkov to increase your yields. The method of culture also has bearing on yield and if you will observe some of the points we bring out here you will be well repaid for your trouble.

BEST WHEAT SOILS

You cannot pick your soils excepting from such as you have on your farm. The best types are friable loam soils. Not too loose and not too heavy. Drainage should be good as a wet soil tends to winter kill wheat badly. On soils that do not work nicely it is advisable to plow under green crops or manure or even straw. Lime is usually necessary on such soils as they are often acid and a sour soil cuts down yields. These few points may help you pick your wheat field for this year.

SEED BED PREPARATION.

If you are going to sow on grain land Disc the soil at once after removing the crop. It makes a dust mulch, conserves moisture and gives better results when you plow later. Plow early and plow deep. Early plowing allows your seed bed to settle well and restores the capillary action or upward movement of water sooner. It destroys weeds and enables a better seed bed to be prepared. Harrow at once after plowing and drag or harrow several times until seeding. Keep the top three inches well worked allow the rest to remain firm. Plow six to seven inches deep under average condition. This permits a fuller development of roots. More roots means more grain. Deeper roots mean less danger of winter-killing.

In shallow plowing there is a tendency for the roots to spread along the surface and such stands are frequently heaved out by the action of the frost in the spring. When seeding wheat following a cultivated crop discing and harrow are usually sufficient if the crop has not been hilled up too much If the land should be very weedy, disc, plow shallow and disc again. When wheat is sown in standing corn the yields are nearly always smaller.

METHODS OF SEEDING.

By all means, if it at all possible drill in your wheat rather than broadcasting it. There is absolutely no doubt but what this is the most satisfactory and economical method. It will bring you bigger yields in 99 cases out of a hundred. We would feel safe in saying 100 times out of 100. Drilling puts the seed in at a uniform depth. It produces a much more even stand. It reduces the danger of winter-killing. In case you should want to harrow your wheat in the spring you can harrow along the drill rows without damaging the wheat. Almost any of the different types of drills are equally satisfactory. On looser tpyes of oils the press drill has some advantage. Under average conditions two inches is about the correct depth of covering. Three inches is right for very loose soils and where there is plenty of moisture one inch to 1½ inch is sometimes sufficient.

TIME OF SEEDING.

This of course varies according to location and season. Personally we rather favor late seeding and we strongly recommend late seeding whenever the Hession fly is present. We have obtained some of our best yields by very late seeding. In some cases the wheat did not even appear to germinate in the fall. Generally, however, it is advisable to sow in time to give the roots a chance to reach a good development and thus enables them to winter better. If we could only tell the weather in advance, but, that's what we gamble on all the time.

As a general rule thou, on a line with Chicago will find the first week in September a good seeding date, In line with Kansas City, Cincinnati the last of September. Some figure a days difference for every ten miles north or south and a day earlier for every rise of 100 beet in altitude. The season, however, must always be taken into consideration.

FERTILIZERS.

As stated before wheat needs a sweet soil and some form of lime should be applied to all acid soils.In fact we recommend it for near-all soils. Lime not only corrects acidity or sourness but it also releases plant food that otherwise cannot be used by plants.

Nitrogen is is also a very important plant food. it makes the dark green color and makes the stalk growth. It is very essential especially when plants are young. Too much if it will cause lodging especially if there is not sufficient potash in the soil. Phosphoric acid is the most important food necessary for filling out the grain. It not only influences the yield but the quality as well. Phosphoric acid is needed in most soils to make the biggest possible yield of grain. Potash stiffens the straw, prevents lodging and better equips the straw to bring the plant food from the roots to the grain. It also causes the grain to mature at an earlier date and helps to get a good catch of clover.

Sand Fall Seeding	Without Manure	Loam
East West	East	West
2-10-6 2-10-4	2-10-4	2-12-2
If used as spraying top dressing.		
7-8-3 5-7-2	7-8-0	6-8-0
Clay Fall Seeding	Without Manure.	Muck
East West		
2-12-2 2-12-0	0-10-8 or	10-12-4
If used as spraying Top Dressing.		
7-8-0 6-8-0	2-10-6 or	2-10-4

The first figure represents Ammonia or Nitrogen the second Phosphoric acid and the last Potash. When used in fall seeding apply 300 to 400 lbs. per acre As spring top dressing use 100 to 150 lbs. per acre.

Make your Wheat Crop a Winner This Year.

ROSEN RYE

THE HEAVIEST YIELDING RYE IN AMERICA. INCREASES YIELDS 100 PER CENT TO 250 PER CENT.

It sounds phenominal. It is Marvelous. It is also a fact. Rosen Rye is not a seedman's dream, but has been found to be an extraordinary yielder since 1909. In the state of Michigan the crop of Rye has been doubled since Rosen Rye seed has become plentiful. The increase has been due entirely to the fact that this Rye produces from two to three times as much as ordinary Rye.

BRIEF HISTORY.

It was introduced in 1909 by Mr. Rosen, a student from Russia. He brought over a small sample which was given to the Michigan Agricultural College. None of the seed was distributed to farmers until 1912. Since then the entire yields have been conserved for seed up to the last few years. In another year or two there will be no other Rye sown in this State according to reports received from the Agricultural College. Why should there. What farmer is there who would not grab at an opportunity to increase his wealth in this manner. It has been proven to the Michigan farmers that they can make a great deal more profit simply by sowing Rosen Rye, and they are sowing it.

HOW MUCH DO YOU RAISE PER ACRE?

The average yield of common Rye is 15 bushels per acre. That is considered a satisfactory crop. Those farmers who grow Rosen Rye under similar conditions consider 20 bushels a poor crop. In Michigan a record was kept one year of the yields on a number of farms in that state where Rosen Rye was sown. In every instance the yields were 35 bushels per acre or better. Forty to forty-five bushels per acre create no great comment. They are of common occurence. Yields of sixty bushels per acre should be obtained under favorable conditions. These yields were obtained from year to year in Michigan where the soil on the average is not the best and the conditions not the most favorable for the production of winter grain.

OUR SEED STOCK EXCELLENT BUT LIMITED IN QUANTITY.

We were fortunate in being able to contract for a liberal acreage of this remarkable Rye. The seed that we have is therefore exceptionally fine. We absolutely guarantee it to please the most critical buyer. Every bushel is graded up. You can return at our expense every pound that is not satisfactory to you.

TRIPLE YOUR PROFIT WITH ROSEN RYE.

The cost of seeding our selected Rosen Rye seed is no greater than that of common Rye. The only additional cost is a little higher priced seed and a little bigger threshing bill on account of the heavier yields. The labor of preparing the seed bed and sowing the seed is the same regardless of the variety used. Let us take an illustration to show the additional profit made by sowing Rosen Rye. We will say that the cost per acre including the cost of common Rye for seed is $7.00. Your yield will probably be 15 bushels at $1.75 per bushel. Your gross income would be $25.25 per acre or a profit of $19.25. By sowing Rosen Rye your yield could be conservatively estimated at 35 bushels bringing you a gross return of $61.25 per acre. The additional cost of seeding Rosen Rye will not be more than $2.00 per acre additional. The seeed is of course higher in price, but is worth more and does not require as much seed per acre. Figuring the cost at $9.00 per acre your net profit is $52.25 against $19.25 or a gain of $33.00 per acre that you would have lost had you not sown Rosen Rye. On a 40-acre field this would mean a profit of $1320.00 over and above the profit you would have made on common Rye or a total net profit on the 40 acres of $2,090.00.These figures are used as an illustration, but it is safe to assume them as the average as they are based on the comparative average yields of common and Rosen Rye.

YOU CANNOT AFFORD NOT TO SOW ROSEN RYE.

The above illustration is based merely on the market value of Rye, but you know that for the first few years at least you could get a big premium in your own immediate neighborhood. Your problem is not whether you can afford to sow the seed but to get selected Rosen Rye seed.

While we have contracted for a nice supply of superior stock we know that it will not nearly supply the tremendous demand there will be for it. Therefore we urge you for your own benefit to order at once. You can reap vastly increased profit by being the first to grow this Rosen Rye in your neighborhood. Insure your supply by ordering now. Four to five pecks per acre make a good seeding. You will be proud of a field of this stiff strawed Rye on your farm. Its long heads, its four row full grained heads bear promise of vastly higher returns.

ITS MERIT INCREASES ITS POPULARITY

HAIRY OR SAND VETCH.

Here is an opportunity for you—and that is—not only getting a bigger and better crop, but is also a big step in maintaining soil fertility. What this crop has done for others can be accomplished by you.

There is no longer any doubt about the great value of Hairy Vetch. More and more farmers are producing it rather extensively and their results along with trials by Experiments Stations have shown its merits.

Like other crops, Vetch does best on a good loam soil, which is deep, sweet and well drained. It will grow well on poor land and can not be over-estimated as one of the most valuable crops for the poorer sandy soils. In fact its use on such soil types throughout the entire country is recognized as the greatest green manure crop, improving the nitrogen supply. Unless it is known that the soil contains the necessary bacteria vetch should be inoculated either by use of a soil from a field where vetch has grown thriftily or by use of artificial vetch cultures.

This crop not only benefits the soil by adding large quantities of nitrogen when plowed in, but greatly improves the condition of most soils by supplying a large amount of easily decayed organic matter. Besides being a soil builder, it makes an excellent cover crop for ordinary fields and orchards. The Northwest has pronounced it the most satisfactory nitrogen gathering cover crop. The South increases their acreage each year as it fits well in crop rotation. It cuts litttle figure where you are located, Vetch has its advantages. We consider it an opportunity of big value.

It need a fine compact seed bed such as provided for wheat or oats, however, a thorough disking sometimes puts the land in proper condition. Spring as well as late summer or early fall is very satisfactory for seeding. Because of its trailing habit of growth it seems to do better when sown with some erect growing crop like, oats, rye, or wheat. Usually 20 to 30 pounds of vetch per acre and from 1 to 1½ bushels of grain is a good combination. It may be put in broadcast or with a drill, but in each case should be covered from 1 to 2 inches deep. When sown alone 1 bushel of seed is required. It makes a good hay if cut just before the plants are in full bloom. Yields from 1½ to 2 tons per acre are not uncommon when sown with either oats, rye or wheat. It also furnishes excellent grazing for horses, cattle and sheep. It is very hardy, so can endure the extremes of drought and cold, when sown for hay crop if you desire. For fall planting, winter rye makes an excellent mixture.

Use it for pasture or Hay. The pasture furnishes excellent forage and the hay is high in protein, making its feeding value alone a great factor. Use it for a cover crop, to prevent leaching and washing. Use it for a soil improver. On account of its many advantages, can you afford to be without an acreage of this wonderful crop? A crop in Vetch will add more to your profits, you cannot improve your soil without legumes. This is one that enriches your land rapidly. It offers an inviting field in the way of soil fertility.

Good, pure Hairy or Sand Vetch is essential. We urge the importance of getting your requirement from a reliable source. Owing to its scarcity thru increased acreage Hairy Vetch has been difficult to obtain. You will make no mistake by laying up your supply at this time. Do not confuse the Spring or Common Vetch with the Hairy Vetch which is cheaper but not as hardy.

Hairy Vetch will make good yields on the same land that Spring Vetch has failed. Some sections grow Spring Vetch to advantage, but only where it is not subject to the extreme hot weather. We have made our price attractive for first class stock which we offer subject to your approval in any way you desire. Get your order for Vetch in early. You cannot hope to obtain any better for less money. The Quality will please you, we are sure. See price list for your low quotation.

NICEST SEED SEEN.

Orient, Ohio.
March 16, 1920.

Dear Sir:

I thought I would write and tell you how well I was pleased with the seed you sent me. It arrived O. K., it is about the nicest seed I have seen this year; thanking you very much.

Yours truly,
Martin Withman.

PROMPT SERVICE-DOLLARS SAVED.

Homer, N. Y.
May 5, 1920.

Gentlemen:

Received the seed O. K. and thank you very much for your promptness in filling my order and also saving me several dollars.

Sincerely yours
Eli H. Smith.

EDITORIALS

BERRY'S SEED FACTS
And Fall Catalog
FALL 1920
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A. A. BERRY SEED COMPANY
CLARINDA, IOWA
Joe Faassen, Editor
Terms—Gratis to all customers and friends.

SERVICE.

It is hard to measure the value of service in dollars and cents, but it does represent an effort to be of genuine usefulness that is appreciated by most men. In our own humble way we try to be of service to you. We want you to feel free to call on us at any time if you think we can be of help. It is not necessary to send in an order. You need not even be a customer. If we can help, the very satisfaction of the act will for us be ample payment. Please do not think that we are anxious to advise or to tell you how to do things. We only think, that, sometimes, we may be able to give you a suggestion that may help you solve a problem in your farm work.

RECORDS PAY.

Many a man has failed in business because he did not realize the cost of certain things he was doing. Expert examination has shown when one department in a store was making money that another was losing money. The merchant cannot know this unless he keeps a record of his costs on different parts of his business. It means some extra time and trouble to do this but he is then in position to know when he is losing money. He can cut out or cut down on the department he is losing on and enlarge on the money making branches. This is just as true of farming. You may be making money on your entire farm operations but there may be branches of your farming that are losing money for you. It may be on your dairy department or you may find that you are making money on one form of stock and losing on another.

Certain fields will yield the biggest returns on a certain rotation while it takes another rotation to produce the maximum returns per acre. You can find whether your pastures are making money for you or not.

You may argue that seasons have a big influence as well as market prices and we grant you that, but this is likewise true of a merchant or manufacturer. It is the man who keeps a record of his cost that is best enabled to adopt his business to changing conditions. We strongly urge the keeping of farm records. Give them a good thorough trial and we are confident you will never give them up.

FARM MACHINERY.

You may debate with yourself as to whether it will pay you to buy a certain piece of machinery. The question is not so much can I afford it as, will it pay. The economic law of Diminishing returns should govern our actions in such cases. For example:—A man has say $500.00 worth of machinery on his farm. It is probable that he can profitably buy several hundred dollars more of machinery because such investment will enable him to handle his crops more quickly or in a better manner all of which might have a considerable influence on his yields and profits. So long as the extra investment shows a good interest return in the way of extra profits it is a good investment. Let us suppose it were profitable to invest up to $1000 in machinery, but he goes on and spends $2000. While the extra thousand may add a little to his total profits the amount it adds is not sufficient to pay for the extra $1000 invested. If he would go and spend $10,000 he would start to show an actual loss in profits on account of the extra money tied up from which he got no extra profits.

We would suggest, therefore, that you judge whether the machinery will save you enuf labor or operating cost, or will produce bigger yields on account of improved methods or will harvest more thoroly or in anyway show that it will pay its way on a farm such as you operate. In most cases improved farm machinery pays excellent returns, but it can be over done and-friend-when you get the machinery don't keep it out doors. It depreciates fast enuf, even with good care. It costs money to waste machinery.

WE'RE ALL HUMAN.

It seems to be a trait in human Nature to make a strong resistance towards anything that tends to harm us in anyway. Guess it must have been that way all thru the history of man. But its not such a common characteristic to feel grateful for anything that has helped.

Now if we happen to make a mistake on our order and lots of times when we are not at fault at all, a customer will come at us with a strenerous letter that might in some cases be termed a "verbal brick-bat." Thats all right folks. Make yourself known. We're always glad to correct any error. On the other hand why not tell us when we please you. A lot of you do, and we appreciate it. We can't begin to print the letters of satisfaction we receive, but we'd like to hear from all of you. Be sociable, write us occasionally.

OFFERS THAT ARE BIG VALUES FOR EARLY BUYERS

ALFALFA $6.00 BUSHEL LESS MONEY. THAN OUR WORLD BRAND QUALITY.

LOT UTILITY $18.00 PER BU.

This is not the best grade of seed, but a big bargain if you wish a medium grade of seed. We have about 100 bags of seed little brown in color, 97% pure, good in germination, that we are very anxious to sell and have reduced the price $4.00 per bushel on this seed with hope of cleaning it up at the earliest possible opportunity. This seed will give good results, about the same quality as our Choice grade, and at a decidedly lower price. It is the biggest bargain we ever offered in a medium priced seed. Anyone wanting to buy Alfalfa seed not wishing the highest quality, will find lot Utility a big money saver and a splendid lot of seed when the price is considered. Buy your Alfalfa seed now and take advantage of the special lots.

It is an excellent value for the money and will be shipped with the understanding that you can return it if you are not pleased.

LOT UTILITY $18.00 PER BU.

SAVE MONEY ON HIGH GRADE ALFALFA SEED.

LOT GOLD 98½ PURE $21.00 BU.

We have 190 bags of alfalfa, practically World Brand quality except, it contains about 1% Clover seed, reducing the purity to 98½ per cent. This lot is known as lot "Gold" and is a big bargain at the special reduced price we have placed on it. We want this lot to move rapidly and have made this price extremely low with the expectation of selling the entire lot within the next few weeks. The sample enclosed shows the quality and anyone who is a judge of Alfalfa will appreciate the fact that this seed is a big bargain. You cannot go wrong in buying this quality at this special reduced price as it is a good investment for spring use... If you need Alfalfa, act quickly and secure your seed from Lot Gold while it is available at this low price. When it is gone our regular prices prevail. Your quick order will permit you to obtain this special lot and save about $3.00 per bushel on your seed.

ORDER LOT GOLD TODAY.

LOT CLIMAX $18.00 BUSHEL.

99% PURE EXTRA HIGH TESTING WHITE BLOSSOM SWEET CLOVER.

This lot of seed shows the highest purity of a large number of cars bought last year and we feel that when we offer you this lot of seed, that we are giving you the opportunity of buying strictly high quality at the very lowest price. We have reduced our price materially on this seed, selling it to you below the actual cost to us, so that it cannot help but prove a decided bargain.

Any one contemplating the seeding of Sweet Clover this fall will be interested in lot Climax. In fact, if you are planning on sowing next spring now would be a good time to buy. Prices later, undoubtedly will be higher and you seldom find a purer lot of seed than what we are now offering. Taking the high purity into consideration and the low cost, this lot Climax should move most rapidly. We have over 500 bushels of it now on hands, but with the big demand there will be for White Sweet Clover this fall, we do not expect this lot to last long. Our advice to you is to act quickly if you require Sweet Clover seed, as we can save you money and furnish an excellent quality. Lot Climax is our best value today in pure White Blossom Sweet Clover. Your order is desired. Letus hear from you at once. This lot guaranteed to be just as represented, or money cheerfully refunded.

INCREASING YOUR INCOME TAX

ASK YOUR BANKER. WHETHER ALFALFA GROWING PAYS.

Your banker studies land valuation carefully. That is a big part of his business. He knows that a good farm is a good investment because it can pay its own way. He knows when you are growing Alfalfa that you have your soil in shape to produce abundantly and is therefore a safe farm to invest in. There are some soils probably that will not grow Alfalfa readily, but they can be made to grow it. You will find out how on another page. We want to show you here why you should grow Alfalfa, the other page will tell you how to grow it. There is no advantage in telling you how to grow it unless you are first convinced that you should grow it.

WHAT ALFALFA WILL DO FOR YOU.

It brings you more wealth in many forms. First of all you have the increased value of your farm. It is worth more because it will produce more after growing Alfalfa. Because it will produce more it will sell for more and you can borrow more money on it if necessary.

BIG CASH CROP.

Alfalfa is easily converted into cash and you can get your cash from Alfalfa earlier in the year than from most other farm crops. When once established it makes two or three crops of hay per season. The yields are heavy. The first crop of hay can be harvested quite early. There is a big market for Alfalfa hay because of its high feeding value. That is why the prices for Alfalfa hay are so high. A big yield at a high price means large profits. No trouble in selling the hay, therefore Alfalfa makes an excellent cash crop.

COMPARATIVE CASH RETURNS.

It will pay you to learn how Alfalfa compares with other hay crops in regard to the cash that you get out of the crop. We want to give you a summary of the results found in a few states. This evidence should convince you that Alfalfa is the biggest paying hay crop and you should be growing it. We want especially to compare it with Timothy and with Clover on the basis of values per acre.

IN MINNESOTA.

The yield per acre for Alfalfa was practically 50 per cent higher than Red Clover and the value of Alfalfa hay was figured at 30 per cent more per ton than Clover hay. Let us take for example an average yeild of 5 tons of Alfalfa hay per acre and clover 3.3 tons. The price of Alfalfa would have a value of $125.00 per acre. The 3.3 tons of Clover selling at 30 per cent less would have a value of $57.75 per acre. Less than half the value of Alfalfa.

The yield of Timothy was half the number of tons per acre and the price per ton was a little less than for Clover making the difference still greater.

IN WISCONSIN.

The yield of Alfalfa was 65 per cent greater than that of Clover and 100 per cent heavier than the Timothy yield per acre. The value per acre of Alfalfa was 121 per cent more than that of either Clover or Timothy. In other words figuring Clover or Timothy at 100 per cent Alfalfa showed 221 per cent yield, or two and one-fourth times the value per acre. Please bear in mind that this is the general average of the whole state and not in a few particular selected cases. Covering the entire state the farmers growing Alfalfa got 2¼ times as much for their crop than did those growing Clover or Timothy or a combination of these two.

IN NEW YORK.

The general average for the whole state of New York showed Alfalfa to yield 88 per cent more per acre than Red Clover or almost double the number of tons per acre. According to prices prevailing for the different kinds of hay the value per acre of Alfalfa was 268 per cent against 100 per cent for Clover or two and two-thirds more than Clover. The yield of Alfalfa was 228 per cent against 100 per cent for Timothy or 2¼ times as much and an acre of Alfalfa was worth three times as much as an acre of Timothy.

OTHER POINTS OF VALUE.

Alfalfa makes hay when it is too dry for Clover or Timothy. It is a wonderful soil builder making it possible to produce greatly increased crops. As an illustration wheat on Alfalfa sod made 61.5 bushel per acre against 42 bushels on Timothy sod. Barley 30 bushels on Alfalfa, 20 bushels on Timothy sod. Corn increased yield 50 per cent on Alfalfa sod.

Alfalfa is the finest hog pasture grown. It cuts down the grain ration and enables much cheaper production of pork. Alfalfa hay is fine for all stock. It increases the flow of milk in cows It supplies the bone building, muscle forming and nerve energy food so essential to all kinds of young live stock. We could write a good sized book on the value of Alfalfa. Every statement can be substantiated by facts and experiments that leave no room for doubt.

There should be no question in your mind as to the profit in Alfalfa. You have seen that the value per acre is double that of Clover. That means over three times the profit for the extra value is all profit and no expense. We want to show you how to grow Alfalfa and what kind of seed to buy. First of all make up your mind that you will grow Alfalfa. Its to your interest to **decide now.**

SUGGESTIONS THAT MAY HELP YOU

HOW TO GROW ALFALFA SUCCESSFULLY.

You cannot help but want Alfalfa on your farm and it is our purpose to point out to you briefly the best methods for getting a successful stand from a fall seeding. Mark you it will not be absolutely necessary to go to all this trouble but for the very best results these methods are to be recommended. For instance you can get a stand of wheat without extra careful seed bed preparation. This may satisfy you, but if you had prepared the bed with greater care you would have had a better crop.

So many articles have been written about how to grow Alfalfa that many have thought it absolutely necessary to follow these directions in every detail. This seemed like a lot of work and for that reason many have not sown. What we wish to make clear is that Alfalfa is easy to grow and not hard. The following are common sense suggestions that will practically assure a stand.

The first point to consider is the selection of the field. We recommend that for the first time at least, you select the most fertile field you have. Special care should be taken to choose a field that is quite well drained. That is, the ground water should be at least from three to four feet below the surface. Fertile well drained soils are usually sweet and Alfalfa needs a sweet soil. If you want to be absolutely sure on this point you can easily test it. Buy a piece of Blue litmus paper at the drug store. Make a damp ball of some of the soil and put a piece of this paper in it, packing the soil around it. Let remain about half or three quarters of an hour. Then remove the soil. If the paper has turned red and remains red the soil is sour. The deeper the red the more acid in the soil. If this condition prevails you should lime your soil whether you grow Alfalfa or other crops. Lime will not only sweeten the soil but will release a lot of plant food that cannot be obtained by other crops. 1,000 to 3,000 pounds of ground limestone per acre are recommended, depending upon the degree of acidity.

Alfalfa responds to fertilizers and it is usually profitable to apply them. We consider barnyard manure better than commercial fertilizer if it is not polluted with weed seed.

The seed bed preparation is worthy of your careful attention. Observe these points. Alfalfa scarcely ever does well on freshly plowed land because the seed bed is too loose. If the soil is loose it should be rolled if practical, to compact the seed bed. Neither should you cover Alfalfa much over a half inch. The heavier the soil, the lighter the depth of covering. Therefore, prepare your seed-beed by harrowing as frequently as possible after plowing. This makes the seed bed fine, and free from weeds.

The innoculation of seed by the pure culture method is strongly advised. Our Superior Nodule Germ is fresh from the foremost laboratories in the U. S. It is easy to use and the results fully warrant the expenditure.

Sow the innoculated seed toward evening or preferably on a cloudy day when a shower is threatening. Cover the seed at once with a harrow if it has been broad-casted. Use about fifteen pounds of World Brand Seed to the acre. If weather conditions are favorable the Alfalfa will be up in less than a week, altho it will sometimes lie dormant for several weeks if the weather is not favorable. The growth should not be pastured the first year. The crop should go into the winter with its full growth for cover. In case the grass should start to crowd the Alfalfa the first year or any following season, go over it thoroughly with a spring tooth harrow. It may look like you are damaging it, but you will find out different after the first shower following this treatment.

If you still think that you cannot raise Alfalfa try only one acre. Choose a good, fertile, well drained spot, prepare a good seed bed, sow good seed, preferably the best, such as our World Brand, and you'll prove to your own satisfaction that all the talk about Alfalfa being hard to raise was just talk.

For complete detailed information on growing Alfalfa send for our booklet "The Growing of Gold." It's free.

BE SURE YOU HAVE YOUR MONEY'S WORTH

GETTING REAL VALUE IN ALFALFA SEED

THE NECESSITY OF GOOD QUALITY.

It is hardly necessary to speak of this. We all want good seed for we recognize that good seed increases our chances of success. You are willing to pay a fair price for such seed and it is to your interest to do so. You can buy good seed at many places but the prices that some demand for good seed are higher than you need to pay. Possibly such dealers do business on the supposition that, in order to make a man believe you have good seed you have to ask a big price for it. As a rule, however, it is the desire or the necessity to have bigger profits that makes their prices so high.

POINTS TO CONSIDER.

In judging Alfalfa for value determine in the first place its purity. Has it been thoroly re-cleaned. Are sticks. sand and weeds removed as nearly as is possible. Of the impurities that remain are there any that are of a dangerous nature for your section? All of our seed is carefully tested for purity by our expert analyst. For your information we put this test on a tag atached to the bag. You can confirm this test if you desire by having it tested any place you desire, The germed for purity by our expert analyst. For you ination has of course a direct bearing on the yield and the amount of seed is necessary to sow per acre. Therefore, germination has a bearing on value. You must not expect to get a germination test on Alfalfa like you do on corn. According to government standards a test of 85 to 90 per cent is good for first class seeds. Most states put the standard germination for good seed at 80 per cent. In other words according to the standards of these states if your Alfalfa shows 80 per cent test you have good value. Our germinations test is also given for your information on the test tag. When you buy Berry's Seed you do not buy blindly but can see the results of our laboratory tests before you sow.

Hardiness is a point that should be observed. The ability of a crop to resist winter killing has a bearing on the final value of the seed. Seed grown under irrigation, for instance, while nice plump, bright clean seed: it does not have the hardy characteristics that dry land Alfalfa has and is especially lacking in its ability to withstand the droughts.

We endeavor to secure hardy strains of seed in order to supply you with quality stock that will produce the kind of stands that produce the biggest profits. The plumpness of the seed berry and the color of the sc d have considerable bearing on the commercial value. The plump berry is to be desired on account of its natural ability to impart additional vitality to the plant it produces. This is especially desirable when the seedings have to face unfavorable conditions. When everything is favorable smaller berry's well produce a good stand. The color does not have such a definite bearing. While a bright color usual indicates good germination. this does not always hold true and dull appearing seed does not always mean low germination. The section where the seed is grown as well as weather conditions prevailing at threshing time have considerable influence on the appearance of theseed. Wet weather at threshing time has a tendency to cause the seed to turn brown. Nice bright colored seed is easier to sell and worth more in a commercial way and you are usually safe with bright colored seed. The other points above mentioned should be taken into strong consideration than color. In other words do not judge Alfalfa values by color alone.

WHY OUR ALFALFA SEED IS GENUINE VALUE

As we have already mentioned you have our laboratory test for purity germination to guide you. This gives indications as to its real value that you can see before you sow. All of our seed receives a careful cleaning to remove impurities and insert matter and the seed is graded chiefly for plumpness and color. The World Brand Alfalfa us the best of all.

This grade represents a value in Alfalfa seed that should please the most critical buyers. It ranks formost in the points of Alfalfa values. It is the grade we recommend to you tobuy

PRICES LOW ON QUALITY BASIS.

In order to emphasize our Alfalfa seed values to you, you should compare the seed we offer with those from other houses. That is fair to all. We know the verdicts will be strongly in our favor or we could not urge you to do it. We can offer these values because of fortunate purchases made; because we can handle and clean and sell the seed at a lower cost than most houses; because our large volume of sales enable us to get along with a smaller margin of profit. These are briefly the big vital reasons for our attractive Alfalfa values. The seed will speak for itself.

Order now, and don't risk higher prices.

WHAT KIND MEETS YOUR REQUIREMENTS?

ALFALFA VARIETIES.

There are many different strains of Alfalfa, Some have characteristics that are quite distinct from others and then again in others the difference is slight and can only be determined by experts.

The chief merit any one variety may have over another is hardiness or ability to resist winter killing. This or course has a bearing on the yield in sections subject to winter killing.

THE COMMON TYPE.

The ordinary Alfalfa that is most generally used has a straight root. This root goes down to astonishing depths and brings up plant food that other crops would never touch. This form of root enables the plant to live and prosper thru seasonsof drought when other forms of grass and clovers lay practically dormant. We would generally recommend the common type for most sections excepting the North and Northwest. It is especially adapted to sections subject to drouth. On soil that is liable to heave badly in the spring we would not advise it. The straight top root is liable to be broken and thus the plant would be killed.

We have the common type in four grades as will be seen from the price list. We want to especially recommend the world brand on account of its plumpness and color and its freedom from practically all impurities, 1 lb. postpaid 60c. See price list for quantities.

HARDY MONTANA GROWN.

This is common type Alfalfa but grown in the north and is a hardier strain than our other which is largely Nebraska grown. This seed is a little more expensive than the other but considerably lower in price than the Grimm. We handle only one grade in the Montana grown and that is the World Brand quality. The price on the seed as you will see from the price list is very attractive for seed of this quality.

GRIMM OR EVERLASTING.

The Grimm type of Alfalfa has a good deal more resistance to winter killing. It has proven beyond question that it is much hardier and is adapted to the Northern states and such sections as are bothered badly by Alfalfa killing out. The use of Grimm has been shown a marked increase in the last few years. County Agricultural Agents generally recommend the Grimm Alfalfa. This type has more or less of a branchin root system giving it more protection agianst winter killing.

The yields of the Grimm are usually heavier than of the common type, especially where the common winter kills and you therefore have the advantage of a more permanent stand as well as a larger yield.

In sections favorable to seed production Grimm Alfalfa is a paying crop for this purpose alone. The seed of this type of Alfalfa is rather scarce and as the demand increases the prices are naturally quite a bit higher making more money for the farmer growing this variety.

Our Grimm Alfalfa is nearly all Dakota grown stock and has been thoroly and carefully graded. In buying this seed direct from the producer we can save quite a little on first cost and by selling it at our usual close margin we make a very attractive price on this indeed. Many dealers ask a fancy price for this seed. You can find that to be true by examining their prices. Let us save you money on Alfalfa. See price list for prices. 1 lb. postpaid 75c.

LISCOMB.

This is a variety similar to the Grimm-type and preferred by some. We carry only a limited stock. It is carefully cleaned seed and excellent value at our low prices.

1 lb. postpaid 75c. See price list.

TURKESTAN ALFALFA.

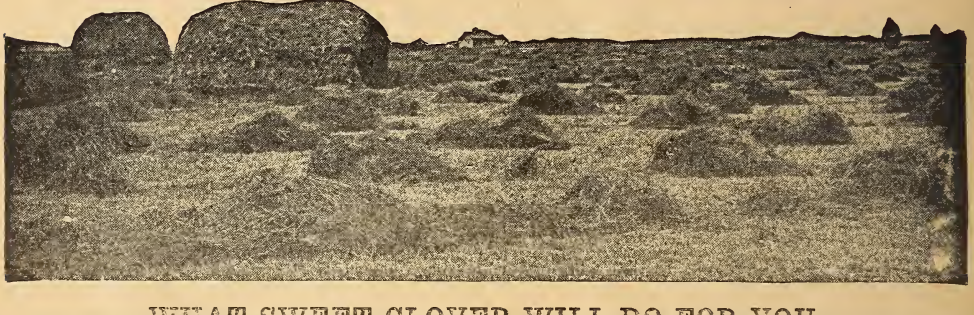
This is a very hardy type of Alfalfa that is grown in Russia. It has to resist very unfavorable conditions in this section. It is subject to extreme drought and cold. The use of Turkestan Alfalfa has been greatly increased in the past few years. This have nice new seed of good germination to offer you.

The Turkestan Alfalfa does not grow as large and rank as other Alfalfa. Some prefer it on that account and there are others who do not like for it the same reason. It makes a finer hay but does not yield as heavily. It is necessary to determine your needs in order to decide whether Turkestan is the variety you should use or not. You can depend however on Turkestan showing remarkable characteristics as to ability to resist drought and cold. It is especially recommended for states subject to drought. It is our prediction that the use of Turkestan Alfalfa will be greatly increased this year and we believe that nearly everyone who uses it will be very well pleased.

One pound postpaid 50c. For quotations on larger amounts, see price list.

Alfalfa is a specialty with us. You will find that we can make a very attractive saving for you on high quality seed. Send us your order now, while we can serve you to your best advantage.

DON'T LOSE THESE PROFITS



WHAT SWEET CLOVER WILL DO FOR YOU.

Sweet Clover will make money for you in many different ways. The profits you can get are large. It will pay to investigate and sow this crop, especially the White Blossom or Biennial Yellow Blossom variety. The white grows largest and is the best soil builder. The yellow is finer and is preferred by some for hay. We have only space to touch briefly on the great value of Sweet Clover but we trust these few facts will enable you to see the wisdom of growing Sweet Clover. It is to your own interest to do so.

GROWS WHERE OTHER CLOVERS FAIL.

This is a first point of interest to many. You can find Sweet Clover on soils where no other clovers grow. On hard types of land it has special value. It will grow anywhere excepting on very wet or very sour soil. It may be a little harder to start on loose soil but proper seed bed preparation enables it to grow on land that is nearly all sand.

WONDERFUL SOIL BUILDER

The roots of Sweet Clover plants develop rapidly. They are very powerful. This quick expanding growth breaks up hard soils, allowing heat and moisture to penetrate. The roots go down deep and bring up plant food that other crops fail to touch. This food is later made available for other crops. These roots when plowed under decay quickly and become part of the soil. Thousands of pounds of plant food and humus are added to the soil where a crop of Sweet Clover is plowed under. This makes reavy cold soils loose and friable and enables much heavier crops to be produced. It makes the soil drain better and it warms up quicker in the spring. Do the same thing on loose sandy land and Sweet Clover makes it darker in color and enables it to hold moisture better.

ADDS NITROGEN.

Sweet Clover is a legume and where proper inoculation is present it will draw nitrogen out of the air and deposit it in the soil as well as using part of it for its own growth. All clovers do this to a greater or less degree. Sweet Clover is the greatest of them all in this respect. Nitrogen is needed in most soils. This is the food that makes the stalk growth and brings the dark green color to your crops. It is expensive to buy. Sweet Clover supplies it in abundance, free of charge.

MAKES EXCELLENT FEED.

Sweet Clover analyses equal to Alfalfa in feeding value. It is especially high in protein, the food that you buy in the form of bran and other concentrates. It builds up young stock quickly and saves grain. It cuts the cost of producing stock. It keeps all stock in the prime of condition. Sweet Clover makes the finest pasture you can have. All kinds of stock learn to relish it if you start to pasture it when the corp is young. When they once form the liking they will leave practically all other feed in order to get it. Thousands of farmers can testify to this. Those who do not know this to be true can find it out by trying. Sweet Clover does not have the tendency to bloat that other clovers have and will carry more stock per acre than any other crop we know of.

BIG YIELDS OF HAY AND FEED.

Two and three cuttings of hay can on the average be obtained each year. To make good hay it should be cut with a high stubble and before the clover becomes woody. Three tons of hay per acre is a good average yield. This hay is of excellent feeding value and at present prices should be worth over $75.00 per acre. The seed production varies according to the weather and the section where grown. As high as $175.00 per acre has been paid for Sweet Clover seed. One cutting of hay and one seed crop makes big money besides which you have your soil renewed and capable of producing bigger crops.

INSTANCES OF BIGGER CROPS.

In Ohio, Wheat grown on Sweet Clover land produced 26.9 bushels against 18.6 bushels on similar land next to it, an increase of 45 per cent in the wheat yield.

In Tennessee, Corn on Sweet Clover sod, produced 58.8 bushels against 41.1 bushels on land where rye had been turned under, an increase of 43 per cent in yield caused by growing Sweet Clover.

In Kansas the yields of wheat have been increased 7 bushels per acre and the yields of Corn 22 bushels per acre on Sweet Clover sod compared with other similar land next to it which was not Sweet Clover sod.

Alabama the Sweet Clover sod produced 280 more pounds of Seed Cotton per acre than a similar field that had 18 tons of stable manure per acre plowed under. Get this right. The Sweet Clover sod had a greater producing power than land receiving 18 tons of stable manure per acre.

START THIS FALL.

Fall seeding is becoming widely adopted. Start it now and you have the full crop next year. A crop that will increase your yield from 40 to 50 per cent. A crop that has more fertilizing value per acre than 18 tons of manure. A crop that will make the finest pasture you ever had. A crop that brings big cash returns in seed and often in hay.

Sweet Clover will make money for you. You need it. Why delay in getting these benefits and profits.

Sweet Clover is a specialty with us. You will find that we can save you from $2.00 to $4.00 per bushel on high grade scarified Sweet Clover seed. Send for samples. See our prices—cash in on these values. It means money in your pocket to act now.

NAME AND ADDRESS HERE

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.....

PUT A TWO CENT STAMP HERE

OUR $1.00 COLLECTION BEATS THE WORLD.

A. A. BERRY SEED CO.,

BERRY'S GUARANTEED SEEDS LEAD THE WORLD.

A Complete Garden For 50c.

Clarinda,

Colossal Collection of Eighteen Packets
of Choice Vegetable Seeds.

A FLOWER GARDEN—10 Packets of Choice Flower Seeds for 35c.
Read particulars in Catalogue, page 112, for it will pay you.

Iowa.

Hundreds of orders are delayed Because the sender Fails to send his name and address.
Be Sure to Write Your Name Plainly.

Wonderful Egg Producer

FREE

ANY poultry raiser can easily double his profits by doubling the egg production of his hens. A scientific tonic has been discovered that revitalizes the flock and makes hens work all the time. The tonic is called "More Eggs." Give your hens a few cents' worth of "More Eggs," and you will be amazed and delighted with results. A dollar's worth of "More Eggs" will double this year's production of eggs; so if you wish to try this great profit maker, write E. J. Reefer, poultry expert, Dept. Y, Reefer Bldg., Kansas City, Mo., who will send you a season's supply of "More Eggs" Tonic for $1.00 (prepaid). So confident is Mr. Reefer of the results that a million dollar bank guarantees if not absolutely satisfied your dollar will be returned on request and the tonic costs you nothing. Send a dollar today. Profit by the experience of a man who has made a fortune out of poultry.

FREE To every one returning this card with $1.00, I will send, prepaid, one regular full size package "More Eggs" Tonic and I will include, Absolutely Free, an extra dollar package. You get 2 full One Dollar packages for only One Dollar if you return this card in 10 days. You can sell the extra package for $1.00, and get yours Absolutely FREE.

E. J. Reefer Reefer Bldg Dept. Y-3 Kansas City, Mo.

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Market Gardeners

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To Whom it May Concern:

This is to certify that Mr. E. J. Reefer has deposited in this Bank, Ten Thousand Dollars. Out of this special fund this Bank is authorized and does hereby guarantee to return to any of Mr. Reefer's customers at any time, within 30 days, the total amount of their purchases from him, if the goods are not entirely satisfactory in every way or if Mr. Reefer fails to do as he agrees.

Very truly yours,

J. A. Sievers
Vice President.

Ministers Endorse it Strongly

Dear Mr. Reefer: The More Egg Tonic I bought from you last winter did all you claim for it and more. I have been telling my friends and congregation about it wherever I go. Without exaggeration I can honestly say that I do believe it will make hens lay eggs at any season of the year and under almost any condition or surrounding.

Yours truly,
Rev. G. N. Pulliam, Robertsdale, Ala.

$1.00 Box of More Eggs Earns $200 in Winter

I never used More Eggs Tonic until last December; then just used one $1 package and have sold over $200 worth of eggs from forty-four hens. More Eggs Tonic did it.

A. G. Thode,
Route 2, Box 47,
Sterling, Kans.

E. J. Reefer Reefer Bldg Dept. Y-3 **Kansas City, Mo.**

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A. A. BERRY SEED COMPANY

Clarinda, Iowa.

Write your Name and Address plainly, and follow instructions on page 9 of Catalog

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Rural Route..... State .....

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Ship to..... State.....
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AMOUNT ENCLOSED

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P. O. Order..... .....

Express Order .. ..

Check ....

Draft..... .....

Stamps... ....

Total ....

MARK HOW TO SHIP, BY MAIL ( ) FREIGHT ( ) EXPRESS ( )

If out of variety ordered, can we substiture equal or better in the nearest we can supply? .....

Please state whether Seeds are to be shipped by Mail, Express or Freight. Prices on larger amounts will be found on Price List. If you do not have our late price list, drop us a card and we will send it promptly. We pay all postage or express on collections. If another catalog is wanted, ask for one and we will send it. **It is easy to order seed by mail.** All you have to do is to make out a list of seeds want ed, attach the price to each and remit by Exp. Order, P.O., Order, Draft or Money by Registered Letter.

YOUR MONEY'S WORTH OR YOUR MONEY BACK.

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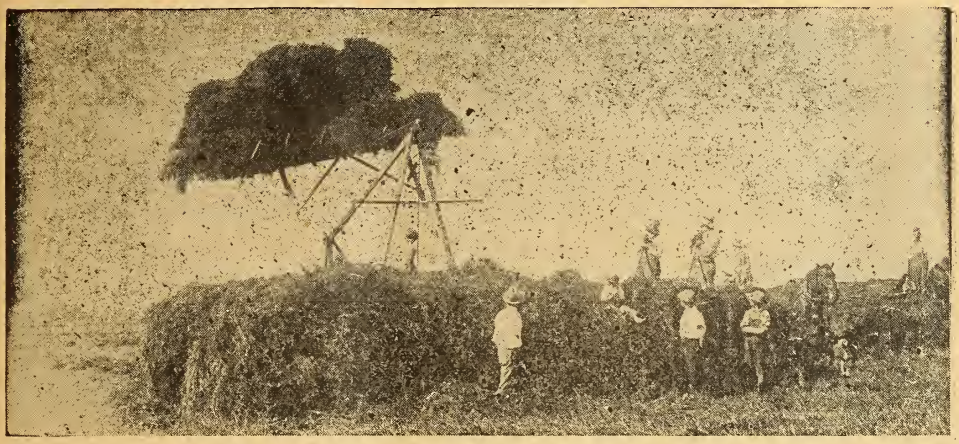
QUANTITY	ARTICLES WANTED	DOLLARS	CTS

No difference how often you have written us, always give your FULL ADDRESS, write your Name, Post Office county and state very plainly. By so doing you will save us trouble and possible delay in filling your order

QUANTITY	ARTICLES WANTED	Dollars	Cts

A SUCCESSFUL BEGINNING MADE EASY



HOW TO GET A START OF SWEET CLOVER.

Sweet Clover seeds have a hard coat and on this account the seed is often low in germination. To raise the percentage we put the seed through a process known as scarifying. This breaks the hard seed coat and permits the moisture to enter and insures quick germination. This process does not damage the seed in any way, but increases its value from 25 per cent to 60 per cent. It does not pay to sow unscarified seed and you should insist at all times on getting only genuine scarified seed.

The quality of the seed is also a very important consideration. Sweet Clover seed is sometimes adulterated by Alfalfa. While this is not a dangerous mixture it lowers the value of your seed and as a rule we want to get what we buy. There are other methods of cheapening quality and there is only one way to play safe. Get your seed from reliable sources. We have to maintain the highest standard because we are the recognized leaders in this seed and can guarantee you the highest obtainable.

All genuine Sweet Clover seed is not alike in quality. Local and seasoned conditions cause the seed to be different in appearance. We grade the seed carefully and offer it at prices consistent with the garde of seed offered. Our extra fancy is the best seed obtainable. There are few offering equal quality. Our fancy grade is also nice and many offer a grade equal to our Choice or Prime as the best. Whatever you may desire you will find excellent value in every lot. We will be glad to have you make comparisons, quality for quality; you will find our offerings the best on the market.

After getting the best seed your next selection should be the field on which to sow it. As we have previously stated, Sweet Clover will grow on lands that will not produce other clovers. However, in trying this seed out give it a fair chance. A fairly well drained field is advisable, although it should not be a field that becomes very dry until after the plant has a fair start. It will do well, however, on land that is a little wet if the water does not stand on the land. Sweet Clover grows luxuriantly on land entirely too wet for Alfalfa.

Your seed bed should above all, be well settled. After plowing, the field should be disced and harrowed. A field that has been summer fallowed could quickly be made into suitable seed bed. It will pay well to put care into preparation of a good seed bed.

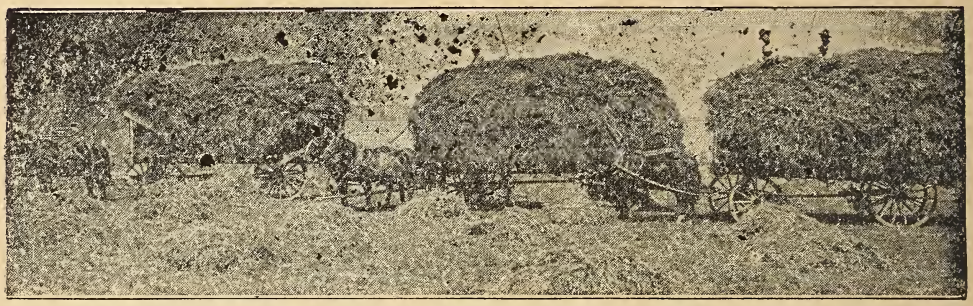
Broadcast seeding is the most practical method for field. Fifteen pounds of scarified seed and twenty to twenty-five pounds of unscarified seed to the acre are sufficient. The depth of covering varies according to the soil. The loose soil a seeding of 1 to 1½ is sufficient. On such soils it is advisable to use a roller. On heavier soils the depth of covering should be from ½ to 1 inch. Deep covering will hinder your chance for success. Inoculation is advisable unless you feel sure that your land is inoculated.

The stand should attain sufficient growth so that it will afford considerable pasture in the fall. However, it should not be pastured too close, but go into the winter with several inches growth to afford protection and to hold the snow.

As soon as spring starts to open the Sweet Clover will turn green and begin to grow. You will have a luxuriant stand early in the season that you can pasture or allow to grow for a hay crop. If you pasture it for a while you can later take the stock off and let it grow either for hay or seed purposes. If neither of these plans are suitable, turn under the first crop and plant to an early corn or to millet or similar crops.

Sweet Clover when sown in the fall lends itself practically to any rotation you have in mind, and remember that even if you only sow the crop to plow it under in the spring, it will pay enormous dividends on the time and labor spent by giving you a big increase in production on your following crops. And if you allow the crop to grow and mature for a hay and seed crop the second season we are confident it will prove to be one of your most profitable crops. Once established you will always want to have a liberal acreage of Sweet Clover on your farm. It has been the experience of those who have raised it. Fall seeding is a success. Put the seed in this fall. The sooner you start the quicker you will be able to enjoy its benefits.

MISCELLANEOUS CLOVERS



THE RIGHT PRICES ON HIGH GRADE CLOVER.

You should be interested in knowing why we sell more clover seed direct to the farmers in the United States than any other seed house. The reason, briefly stated is "bigger values." We can offer better values because we can practically always buy to better advantage. Our capital enables us to make attractive purchases that others are often compelled and cleaning is a big item. We do not know of a seed house whose cost of doing business is as low as ours figuring on the total sales. The large volume of business permits us to sell on a closer margin. These are reason. The proof lies in the seed itself. Get our samples and prices. Compare then with others. You can see for yourself that we offer a big saving to you. After our seed comes examine and test it or have it tested any where you please. If you are not satisfied or convinced that you have saved money we'll take it back at our expense and refund all money paid including transporation charges.

Write us and let us convince you that we can save you money on high grade clover and grass seed.

BERRY'S MEDIUM RED.

This is the most valuable clover in general use. Splendid for hay, pastures, soiling or plowing under. Especially desirable for dairy cows on account of it high percentage of nitrogenous elements. It is the standard every where for hay and pasture. Two cuttings may be made in a season. Iowa Grown Medium Red or June Clover has become widely known for its purity, strong vitality, vigorous growth and stooling qualities. The best is the cheapest when it comes to clover seed. Inferior, cheap grades you will often find to be simply a mixture of weeds, sand, dirt and shrunken clover. Our superior grade of Clover seed will give you the best value for your money. We handle 40 to 50 car loads of Medium Clover each year and no one can offer to better advantage than we list for prices on all Clovers.

CRIMSON OR SCARLET CLOVER

This is an annual clover, largely used in the south for early spring pasture but it is most highly esteemed for use as a green manure or winter cover crop. So great is its enriching qualities that it has been estimated that a crop of this clover plowed under is equal to 20 loads of manure to the acre.

In the South it may be sown in August or September and will remain green all winter and afford the very earliest spring pasture. North of Kansas City it will winter kill and should be sown with early spring crops.

Our most advanced farmers mix rape and Crimson Clover and sow in corn at last plowing and thus secure an immense forage crop as well as adding to the fertility of the soil.

ALSIKE CLOVER.

This Clover is especially fitted for sowing on land that is inclined to be wet. We do not mean by this that it will not do well on other soil, quite the contrary, but we mean that Alsike can be sown on land that is too wet for any other Clover and it will grow luxuriously on these places.....We have known entire sloughs to be transformed from a wilderness of water grass to a beautiful field of Alsike Clover.

Alsike is also, the hardiest of all clovers and least apt to winter kill. Its hay is fine and cures readily. It is also a perennial and grows for years if once established and for this reason combines so excellently with Timothy. Many sow Alsike alone, and a field of pure Alsike is a beautiful sight and also, exceedingly valuable, both in hay and seed. Our seed is all graded and cleaned. See price list for prices.

BUGOLOGY

THE WHY OF THE NODULE GERM

We're not extremely scientific or technical agricultural experimenters. In the first place we don't know enuf big words and you sure have to understand a lot of them. We like to read about their studies however, for these scientific men have done a lot to help this old world along. What impresses a fellow is the importance of bugs in our lives and work. Of course, its not proper to call them bugs. We should say bacteria for they are infinitely small. It takes millions of them in one pile before they can be seen with the naked eye. Yet this small unseen and apparently insignificant form of life is of great importance.

There are many kinds of these bugs or bacteria. They are in the air we breathe, the water we drink and the water we sail upon. They are in the soil we work and the bodies we work with. Just ask your doctor about these bugs, germs or bacteria whatever he wants to call them. No doubt he has some harder names for them that you could hardly pronounce. You know, that after talking to these doctors and probably reading a book or two on it a fellow can't help but feel that his body is only a battle field for bugs. There are good bugs and bad bugs. The good ones are always fighting the bad ones. If the good ones win you are healthy and if the bad ones win you are sick. Then you have to get some pills that will hurt the bad bugs and help the good ones. Then the bad ones get licked and you are better again. Sounds kind of funny but its no joke, especially if the bad ones win out.

Now there are certain kinds of these bacteria or bugs in your soil. Some of them cause your vegetable matter to rot and become a part of the soil and there are a lot of kinds we don't know enuf about to describe. Most of these bugs are good ones but there are also bad ones. Now if your soil gets in a run down condition the good bugs can't do their work right and your soil gets sick and has to be doctored up so the good bugs can get busy again. For instance, when your soil gets sour or acid there are a certain kind of bugs which work on the roots of growing legume plants that can't live. Legumes, as you may know, are plants that take nitrogen from the air, such as clovers, alfalfa, beans and peas. In order to doctor up your soil for this sickness you give the medicine in the form of lime just like you give a baby lime water for sour or acid stomach. This lime makes the soil sweet and enables the good bugs to live again. It also releases potash that might be in the soil but not available to plants because it was held in combination with the other mineral elements. You see this lime medicine will not only sweeten your soil but it also releases plant food.

Now just a few words about these certain good bugs that work on the roots of legume plants. You may have a sweet soil in which these bugs can live but the bugs may not be there. If they are not there they cannot work on the roots of these legume plants. If they don't work your legume plants fail to do their proper duty. They cannot get nitrogen from the air and therefore they do not enrich your soil, which may be your principal reason for sowing them. In fact nine times out of ten the plants will turn yellow and die if the bugs are not present.

It takes a certain kind of bugs for red and mammoth and alsike clover, another kind of bugs for sweet clover and alfalfa, another for soy beans, etc. The question is how to get the right kind of bugs in your soil for your crop. The answer is very simple. Use Berry's Superior Nodule Germ. This is a pure culture of the bugs taken from the roots of the kind of a crop you want to grow. It's simple to apply. The full directions accompany each package.

Remember these bugs are important. You absolutely must have them to get good results from clovers and legumes. If you use our superior Nodule Germ according to instructions on sweet soil we guarantee results.

The following are Postpaid prices:

½ Acre	60c
1 Acre	$1.00
5 Acres	$4.00
10 Acres	$7.50
20 Acres	$14.00

It takes about a 5 acre size for a bushel of clover or alfalfa seed and a two acre size for a bushel of peas or beans.

Make your legume crops do their full duty. Use Berry's Superior Nodule Germ to supply pure fresh healthy culture of the right kind.

PROFITABLE GRASSES FOR FALL SEEDING

KENTUCKY BLUE GRASS.

We take great pride and pleasure in offering to our customers a grade of Blue Grass that satisfies the most critical buyers. The late Henry Wallace of the Wallace's Farmer and one of the highest authorities on grasses says, "Southwestern Iowa Blue Grass leads the world and the seed excels all others," Southwest Iowa has justly earned the distinction of being the foremost over the famous Blue Grass State of Kentucky.

Blue Grass is a native to our soil and excels all others for permanent pasture. Blue Grass pastures afford the richest and most nutritious feed the year around, except when under snow. A blue grass sod is one of the best things on a farm and the way to get a good sod is to sow our high grade Blue Grass seed this year. It is also the most desirable lawn grass, especially when used in connection with white clover.

The value of Blue Grass cannot be over-estimated. There is no other grass that meets with as much favor. It has many advantages for general purposes. The fact that it is extremely hardy, never winter killing, withstanding the severest droughts and coming on early in the spring and growing late in the fall, recommends it as the grass that every stock grower wants. We offer two grades of Blue Grass seed. The Fancy is our second grade that is just as clean as the Extra Fancy, but the seed is not as heavy. The Extra Fancy, is the heavy bright seed obtained from the best Blue Grass Seed section in the world. Compare our prices and samples with others. On the basis of quality and prices you will decide on our seed. Order your new seed now.

ORCHARD GRASS.

We want to urge every one of our customers to sow this grass this fall. It is a plant of exceptional merit and value. If you do not have it on your farm, learn its value from actual experience. There is a place on nearly every farm for Orchard Grass and it should be sown there. It is one of the most desirable and widely known of all pasture grasses, coming earlier in the spring and remaining later in the fall than any other. It is of great value to dairy farmers, withstands drought and grows either in shade or sunshine. Grows about 2½ feet high, producing an immense quantity of leaves and foilage. Blooms with Red Clover, making it an admirable hay. The aftergrowth is very heavy and gives a splendid rich pasture until late in the fall.

MEADOW FESCUE.

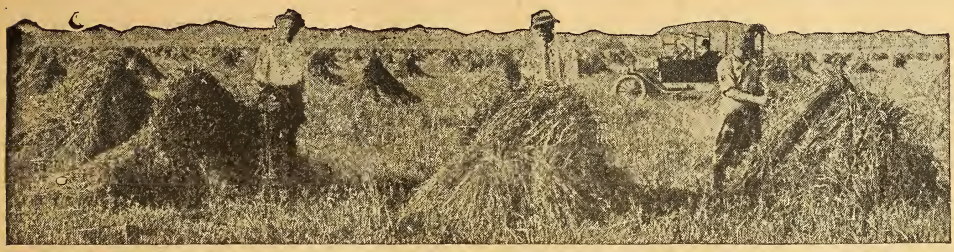
This grass is not grown extensively as farmers have not come to realize its value, especially if they would get to using a perennial mixture for pasture, as this is a perrennial and especially well adapted to mix with other seed for pasture purposes. It is very nutritious and good for dairy cows altho considered more valuable for fattening stock. It is also very valuable as an early and late pasturage and its special value arises from its characteristic of coming surely and quickly from seed. Meadow Fescue can be sown very successful in the fall in fact this is an ideal time to sow it as it will give a seed crop the following spring while if it is sown in the spring it simply affords a little fall pasturage. The amount of seed per acre varies but thru the fescue region 10 to 15 lbs. is generally used for seed purposes. The ground should be well prepared by plowing sometime before sowing and allowed to settle. It grows best in heavy black loam and in gumbo places. It will thrive in wet places better than Kentucky Blue Grass and will also stand severe winters. You will find Meadow Fescue to be very valuable grass to have on your farm. It is rich in feeding value and does not winter kill very easily.

It is adapted to all kinds of soil, excepting those that are too dry, and we urge you to at least try a small acreage of it this year.

BROME GRASS OR BROMUS INERMIS.

This is very valuable grass for permanent pastures or meadows. It is a very hardy plant, withstanding the extremes of heat and cold in an extra-many dry sections is practically the only grass that will give satisfactory results. In localities that have an ample supply of rainfall, it bears very ordinary manner. It also is a great resister and in heavy yields of hay. The feeding value of this grass is excellent and is relished by all stock. We have handled Bromus for several years and our sales on the grass are increasing very rapidly, showing that the plant is gaining in popularity on account of its great merit. The seeds are quite large and it requires about 20 pounds of seed to the acre. The best results are obtained by preparing the seed bed carefully and harrowing the seed in thoroughly. Bromus is really a wonderful grass and we strongly urge you to sow it even if only one acre to prove its remarkable yielding qualities. Our stock is not large but quality is good. Fall sending is usually most successful in most sections.

WHY PAY MORE THAN YOU HAVE TO



SAVING MONEY ON SUPER QUALITY TIMOTHY SEED.

We claim that we can save you money on extra high grade Timothy seed because we can back up that statement in every particular. You will find reasons for our exceptional values given in this article. Read them and see why we can make these prices and then get our samples and convince yourself.

By super quality seed we mean pure seed, bright seed, plump seed and high germinating seed and in fact seed that is equal to the best. We have the seed and we have the right prices on it.

FIRST let us state that we are in the heart of the best Timothy growing section in the world. Southern Iowa produces more high quality seed than any other section in the world and all the heavy buyers of Timothy come to this locality for their seed supply. This item alone makes it economical for us to buy our seed supply as we are right in the heart of the seed section, and we can get our seed cheaper than most other dealers on account of the low cost of buying and small freight charges in getting the seed into our ware house

Then again we can save you more money on your seed purchases on account of not having to employ any salesmen as we sell direct to the consumer through our large catalog and we also cut out the middle man's profit which is a big item these days especially when we are all trying to reduce the H. C. L. We take only one profit and that is small, for our immense volume of business enables us to do so on a very small margin of profit, so low in fact that it would not cover the cost of doing business for the average firm.

BEST QUALITY SEED PRODUCES MOST PROFITABLE STAND.

We always recommend our customers to buy our very best grade of seed as we know from long years of experience that it is the cheapest seed to buy in the long run as you can seed just as much ground with 100 lbs. of the very best seed as you can with 120 to 150 lbs. of light chaffy cheap seed. We guarantee our WORLD BRAND quality to be as good and in lots of cases better than most of seed dealers can offer you. Then again we sell it to you at a less cost than most dealers ask you for their cheaper grade of seed which would compare quite favorably with our Planet Brand or Choice Grade that we offer at a much lower price than our WORLD BRAND. We don't want you to misunderstand us in regard to the above statement, as we can supply you with any grade of seed that you may desire, but our experience is that in 99 cases out of evey 100 that our customers tell us they were more than repaid by taking our advice and sowing our WORLD BRAND grade of seed.

BUY YOUR TIMOTHY SEED NOW.

The demand for Timothy seed from European countries is becoming heavier and it appears evident that they will absorb more than the surplus of seed in this country. Prices on Timothy seed are bound to go higher than what we are asking at this time but as we bought early and have an enormous stock we are in a position to fill all orders for a limited time, at prices quoted. We suggest as a saving to yourself that you lay in your supply of Timothy seed for fall seeding and also for what you anticipate sowing this spring. We know you will not go wrong and will be thanking us a little later on for giving you this advice. Also you know that the early orders placed receive the cream of the crop and we are very desirous to get all our customers to place their orders early and be sure of getting the very best that money can buy. You can get the finest seed right at this time and we guarantee our seed to satisfy you no matter how particular you are in your demands. You can have any seed that we ship to you tested in any way that you wish and if it does not fully satisfy you in every respect you can return same to us and get your money back with all transportation charges added. CAN THERE BE ANY FAIRER PROPOSITION MADE?

Get our prices and samples of new high GERMINATING TIMOTHY SEED. We want you to see and realize that our values actually mean a big saving. Compare them with the offerings of others. We welcome comparison of values as that emphasizes the saving more than anything we can say in regard to it. That is the fair way all around. We want your business and appreciate every order we get. However, we do not consider that we have even a right to ask your business unless we can save you money on high quality seed stock. Give us the opportunity. Order our World Brand stock and get the best. You will be satisfied from start to finish and we are confident that we will then have in you a loyal customer and an ardent booster for Berry's Seeds.

Write us today for we can serve you to excellent advantage right at this time.

GRASS COMBINATION!---AND WHY

THE ADVANTAGES OF GRASS MIXTURE.

GRASS MIXTURES FOR HAY AND PASTURE.

Grass mixtures are gaining in popularity every year. We are in excellent position to note the trend of farmers toward any particular grasses and know that the extensive use of these mixed grasses proves their superiority to Timothy sown alone.

There are several advantages in sowing the mixtures and if you have not already learned the value of sowing mixed grasses it will certainly pay you to investigate it carefully.

We all know that clovers build up the soil by gathering nitrogen from the air. This nitrogen again aids the growth of other crops and larger yields are the result of a crop of clover. All clovers are soil builders and that is one of the greatest reasons that so justly is causing the large increase in the uses of these mixtures.

The clovers enrich the soil with the result that not alone the growth of the Timothy is increased, but its food value. The more nitrogen there is in the soil the more plants grown on it will contain. The Timothy that is grown on land containing plenty of nitrogen will be richer in protein than Timothy grown on land that is poor and deficient in this important fertilizing element.

In addition to the Clover enriching your soil it adds greatly to the value of the hay or pasturage. As we just explained it makes the Timothy better and besides you have the clover itself. Being a rich feed it combines with the Timothy in making the most desirable and muscle building hay that can be secured. If you are not growing these mixtures we want to urge you strongly to do so this fall. It is our desire to be of service to you if possible and in getting you to sow a Timothy and Clover mixture we know that we are rendering you a service that will be appreciated.

ALSIKE AND TIMOTHY.

This mixture is without question the most popular grass mixture with our customers. We receive more letters praising Alsike and Timothy than any one seed we handle. These letters would not be written if our customers were not fully satisfied with the results they obtained.

Alsike and Timothy are admirably adapted to a mixture. They do well on the same types of soil. Both are hardy perennials and will last a number of years from one seeding. Both mature at about the same time, making fine hay. The Alsike is not dusty like Red Clover and therefore the combination makes a better hay for horses. The mixture can be used for permanent meadow or pasture purposes with excellent results. The yields from a mixture of Alsike and Timothy are uniformly heavier than either one of the two grown alone. The mixed hay has a higher feeding value than Timothy alone. The Alsike adds fertility to the soil.

Alsike and Timothy is easy to grow. Can be seeded either in the fall or spring. Alsike is the hardiest of Clovers and does not winter kill easily.

For finer hay—better hay—more hay—greater profits and your general all round satisfactory, Alsike and Timothy mixed fills the bill. Our stock of seed has been carefully cleaned and graded and is shipped subject to any test you may wish to put it. Try it and be convinced of the big value of our Alsike and Timothy grass seed.

CLOVER, ALSIKE AND TIMOTHY.

This mixture has met with the hearty approval of our trade and the demand is growing tremendously. It combines the distinct features of our two other famous mixtures. It contains the same proportion of Timothy and divides the clovers about equally. In this mixture you secure the fine stemmed, palatable Alsike which makes the finest hay and the Red Clover which grows a little longer, forms a hay exceedingly rich in clover or protein food. It is sown at the same rate of around twelve pounds to the acre and like the other mixtures we consider it superior in many ways to Timothy alone.

A large percentage of our customers are using grass seed mixture. Their reports are practically unanimous in their hearty endorsement and highest praise. We want every one to learn the value of sowing these combinations. It is our purpose to serve you. We want to do more than just sell you seed. We want to help you if we can to grow bigger crops and secure greater profit from your farming operations. The sowing of Grass Seed mixtures is a big step, for they have proven to be very big money makers. In the Clover, Alsike and Timothy mixture you get a combination of the best grasses and the sowing of this seed is bringing fine crops and very profitable returns. See price list.

POPULAR MIXTURES OF CLOVERS AND TIMOTHY

CLOVER AND TIMOTHY.

This mixture ranks next to our Alsike and Timothy in popularity and the demand for it is very heavy. It is a mixture based on the same principle of all our combinations, namely, that the Timothy will do better when grown with a legume than when sown alone. The clover enriches the land and increases the feeding value of the Timothy. Then by getting the mixture there are double advantages to be considered. The clover in the mixture is the medium red clover. Some prefer the red to the Alsike for the red makes a little longer growth. Many have grown the Red Clover and not the Alsike and probably prefer it on that account. Either mixture is satisfactory. The price we have on the mixture is exceedingly attractive. There is so little difference between it and the price of good Timothy when you take the extraordinary value of the crop into consideration that no one need hesitate on that account. We can offer you the excellent value because of our ability to purchase in larger quantities on account of the volume of our business. We are located where we can secure the best seed with the least expense. Our modern equipment enables us to handle the seed at a very low price and we can clean and grade it economically. There are many reasons why you can buy from us to the best advantage and on grass seeds our values are big ones. Grass seed mixtures should be sown everywhere and this clover and timothy mixture will make a hay or pasture of the finest and most desirable kind. The cost is low. Sow about twelve pounds to the acre. It is a big money crop at a low cost.

MARVELOUS MIXTURE.

A fine rich, permanent, soil-builder mixture for hay or pasture purposes.

The grass seed mixture previously described have soil building properties and are valuable on that account over Timothy alone. There is some demand, however, for a mixture containing a greater percentage of legumes.

To meet the demand we made a mixture consisting of 40 per cent legumes and 60 per cent Timothy. Occasionally it varies a trifle one way or the other but we aim to get those exact proportions. In previous years we have sold this under the nam of Bonanza Mixture but on account of confusion with other varieties are now selling it under the name of Marvelous Mixture. As Shakespear says, "What's in a name. That, what we call a rose, by any other name would smell as sweet." So we can say that under any other name this mixture would still be a value in grass seed, appreciated by all farmers. Its the results you get that count and our Marvelous Mixture certainly produces satisfactory results.

There are different legumes combined in this mixture. It consists of Red Clover, Alsike Clover, Alfalfa and Sweet Clover. These together comprises 40 per cent of the mixture, and make a combination that is very rich in clovers. It has the high feeding value and the wonderful soil building ability that is needed for successful farming.

A PERMANENT MIXTURE.

The Timothy, Alsike and Alfalfa are perennials and last a long time from one seeding. The Sweet Clover and Red are not perennials but there is usually plenty of seed shattered to reseed ground in excellent shape. This is especially true when used for pasture purposes. The tendency for this mixture is for the percentage of clovers to increase from year to year as it grows, thus raising its value. The presence of different clovers has several destinct advantages. If the season is wet or there are wet spots in the field the Alsike Clover comes out strong. If it turns hot and dry the Alfalfa and Sweet Clover prosper. The Red Clover does well under all ordinary conditions. From early spring until late fall one is practically assured of having a good stand of excellent feed. The soil building of the clovers keeps the Timothy in fine conditions and uniforms its value.

Our Marvelous Mixture is used for hay and pasture and our customers report very satisfactory returns from both.

They praise the quality and are enthusiastic about the yield and the soil enrichment they secure when they finally plow the crop under and use it for other crops. We can recommend this Marvelous Mixture to you because of the seeds that enter into the making of this combination and the results our customers have secured from it in the pact. This seed has been cleaned and graded with care. We have made it a mixture that will satisfy. You buy it with the understanding that you can test it in anyway you wish and that you can send it back if you are not thoroly pleased and secure a prompt return of all money paid.

Establish this Marvelous Mixture on your farm. Grow this money making combination that is so rich in clover. The cost of the seed is low. It only takes 12 to 15 lbs per acre. The seed will please you and we are confident that the results will make you an enthusiastic believer in our Marvelous Mixture.

Send price list for wholesale quotations.

OUR BEST ADVERTISEMENT

MAKING MONEY FROM SWEET CLOVER.

Mohawk, Tenn.,
5-13, 1920

Dear Sir:

Will say I thank you for your talk about Sweet Clover. I read one of your books three years ago and I thought I would try Sweet Clover, did so, and I find it one of the best field plants I ever saw. I am pasturing horses and cows on it. I recommend it to every one I see and I give you the praise for recommending it to me. I sent you a new customer some time ago, E. J. Matthews, Mohawk, and E. J. ordered a bushel of Sweet Clover seed from you and he got me to sow them for him and I want to say that it is fine. He got a good stand. I hand your order blanks and price list to my friends for you.

Will close by saying hoping you all success.

Truly yours,
I. C. Davis.

2100 LBS. ALSIKE AND TIMOTHY FINE.

Neligh, Nebr.
4-29-20.

Gentlemen:

Enclose draft for $17.00 for 100 lbs. of Timothy and Alsike mixed seed. Please ship at once.

The 2100 lbs. I received was sure fine.

Yours Respectfully,
J. D. Hatfield.

WHEAT LOOKING FINE.

Powhattan, Kans.
Jan. 10, 1920.

Dear Sirs:

The Wheat I got from you last fall sure looks good for this time of the year.

Yours truly,
J. E. Arnold.

ALFALFA COMING STRONG.

Swan Creek, Mich.
March 2, 1920.

Dear Sir:

Our Alfalfa seed that we bought from you last year is coming fine. Cannot wish for any better.

Your truly,
Peter O. Alsgaard.

GRANGE MEMBERS SATISFIED.

Mt. Victory, Ohio.
March 20, 1920.

Gentlemen:

The seed arrived all O. K. and we are well pleased with it.

We are enclosing draft for $1672.10

We are yours very truly,
W. A. Pinney, Sec'y.
Community Grange.

SEED BETTER THAN EXPECTED.

LaPorte, Minn.
March 1, 1920.

Dear Sir:

I received my Alsike and Timothy seed and it looks better than I expected and arrived very soon after it was ordered. Enclosed find a small order for garden seeds.

Yours truly,
Ed M. Faymoville.

SIX HUNDRED ACRES SEEDED WITH BERRY'S SEEDS.

Litchfield, Ky.
March 3, 1920.

Dear Sir:

I have 600 acres of land and I'm putting it down in grass all from your seed. They are the best I can find, free of foreign matter. I have 24 acres to mow this year. I think it will be fine. I mean to send you a picture of it at cutting time.

Yours truly,
S. C. Ray.

SAVED $5.00 A BUSHEL.

Mulberry Grove, Ill.

Dear Sirs:

Received one bushel of Red Clover which was fine, at a saving of about $5.00 per bushel.

Yours truly,
J. O. Daniel.

DOESN'T CARE FOR SAMPLES.

Indianapolis, Ind.
R. No. G., Box 120.

Gentlemen:

It is not necessary to send samples as I have used your seed before and find them just as you represent in your catalog.

Very respectfully,
R. L. Crews.

WE GAIN ANOTHER FRIEND.

Bardane, W. Va.
March 16, 1920.

Gentlemen:

I received this day in first class condition my Nodule Germ for which I thank you.

Sometime ago I promised either to blow you "Sky High" or to apologize for my recent letter of dissatisfaction concerning my order of Sweet Clover seed recently purchased from you. Order No. 30808.

On the back of this is report from our State Dept. of Agriculture I hereby most humbly apologize for my harsh letter. Your seed tested even higher than you claimed and I am sincerely sorry I wrote as I did. In the future I am your ally and firm supporter and now I thank you for your kindness and square treatment and beg to remain

Very respectfully yours,
E. Clifton Bell.

BERRY'S SEEDS SATISFIED FOR 20 YEARS.

Oelwein, Iowa
Feb. 2, 1920.

Dear Sir:

Ship about March 1st but be sure and save me the seed. I have sown your seed for 20 years and know of no other so good.

Yours truly,
K. W. Buell.

CLEANEST SEED EVER SEEN.

Adairville, Ky.
April 21, 1920

Gentlemen:

I received my shipment of seed from you yesterday. They were in first-class condition, and the prettiest and cleanest lot of seed I ever saw.

Yours truly,
C. E. Richardson.

APPRECIATES SQUARE DEAL.

Irons, Mich.
March 27, 1920.

Dear Sirs:

Am letting you know that I received your second shipment of seeds and thanking you for shipping them that soon. One sure thing A. A. Berry Seed Company stands by its guarantee. It is a delight to send an order for seeds to a company that practices the square deal.

I remain,
Your Satisfied Customer,
Frank Kaderabek.

MAKING MONEY FOR NEIGHBORS.

Emans, Pa.
April 1, 1920.

Dear Sirs:

I am sending you these orders for a favor to you and to make money for my neighbors.

If you want a testimonial any time I am willing to give you one because I have saved money by buying from you instead of local dealers and received better seed. I always secured good stands from your seeds.

Yours truly,
P. G. Lichtenwalner.

MORE PROOF OF SATISFACTORY SEED SERVICE

OUR GENERAL GUARANTEE.

We take great care in preparing our seed for you as we consider it is to our interest to supply you with seed that will produce satisfactory results for you. Every pound of seed you buy is shipped with the understanding that you can examine them and test them or have them tested in any way you desire, and that, if they do not show up to your satisfaction in every respect, we will take them back at our expense and refund all money paid for such seed as well as the transportation charges you paid. We do not want you to keep any seed you are not satisfied with. We are perfectly reliable, having been in business almost twenty-five years. There will be no delay in refunding if you are not pleased. It is necessary for us under such guarantee to see that good quality and excellent value goes out on each order and we know you will find that our quality and prices enable you to save money on your seed bill.

A. A. BERRY SEED COMPANY. CLARINDA, IOWA.

BANKS AND OTHERS TELL WHO WE ARE.

We prefer to have others tell you whether we are absolutely reliable. We don't do this because we are modest, but because you probadly know those who speak of us and will believe what they say because they are not trying to sell you Berry's Seed. Read these references from a late famous agricultural writer, two old reliable farm journals and officers of three Clarinda banks.

This is what the late Henry Wallace, the greatest agricultural writer and farmer's friend in the United States, wrote us about our Guarantee:

Des Moines, Iowa.

Friend Berry:

"I do not believe you are making any mistake in coming out with an absolute iron-clad guarantee. It is a long step in the right direction and will materially increase the sale of your Pure Seed among the seed buyers. It is only a question of time when all reliable seed dealers will adopt a positive guarantee. I am glad to note that you are in the lead. Success to you."

HENRY WALLACE.

Editor Wallace Farmer:

One of the readers of "The Homestead," Des Moines, Iowa, wrote to them in regard to our ability, and received the following answer:

Des Moines, Iowa.

Dear Sir:

We regard the A. A. Berry Seed Co., of Clarinda, Iowa, as thoroughly reliable. I have personally known Mr. Berry for many years, and have seen the business grow from nothing to one of the largest Seed Houses in the West. Personally his word is as good as a United States Gold Bond. I feel sure that in your dealings with him you will find everything to your entire satisfaction.

Yours very truly, J. M. Pierce.
Business Manager of The Homestead.

CLARINDA TRUST AND SAVINGS BANK.

Clarinda, Iowa, July 1, 1920.

To Whom It May Concern:

It gives us pleasure to testify as to the general good standing of the A. A. Berry Seed Company of this place. The business has been conducted here for a great many years and is constantly increasing in volume. The company is incorporated with a cash capital of $500,000 paid up and is responsible for its contracts. No one need hesitate about sending money to them , for if they cannot fill the order, the money will be returned.

Clarinda Trust and Saving Bank.
J. Ren Lee, President.

CLARINDA NATIONAL BANK.

Clarinda, Iowa. July 1st, 1920.

To Whom It May Concern:

We take pleasure in recommending the A. A. Berry Seed Company of this city. They are reliable, upright and straightforward in all their dealings and worthy of confidence.

Clarinda National Bank.
A. W. Palmer, President.

PAGE COUNTY STAE BANK.

Clarinda, Iowa, July 3rd, 1920.

To Whom It May Concern:

This is to certify that the A. A. Bery Seed Company has been located in this city for 21 years and we consider it one of our best institutions. They can be rlied upon in any dealings you have with them.

Page County State Bank.
Hugh Miller, Cashier.

We would also refer you to Postmaster A. B. Robinson, Agent American Railway Express Company, or any business man in Clarinda, or Bradstreet's and Dunn's Commercial Agencies.

HOW TO ORDER BERRY'S SEEDS.

Use the Order Sheet and printed envelopes. Will readily furnish extra sheets at your request.

Always Keep Copy of Order. Sign your name and be sure to give your postoffice, county and state. If your freight or express office has a different name do not fail to give it also.

TERMS CASH:—You can send remittance by P. O. Order, Bank Draft, Express Order, Registered Letter, or Check at our risk.

Seeds by Freight or Express. We do not pay the transportation charges on seed sold in large quantities. We secure for you the lowest freight or express rate, and you pay the charges on receipt of goods.

When goods are shipped we send shipping notice and Bill of Lading of freight shipments signed by agent showing that goods were delivered in good condition.

Prepaid Railroad Stations. If your own station has no agent and is merely a milk or flag station, it is important that shipment be made to the nearest station that has an agent. This will protect you from delay. Shipments are held when billed to a prepaid station, unless freight is fully prepaid and should we find your station a prepaid point, we reserve the right to bill shipment to the nearest open station. We would urge you not to have shipments sent to prepaid stations.

Special Express Rates. Seeds of all kinds take a much lower express rate than regular merchandise, being 25 per cent less. This reduced rate applies to seeds of all kinds. It does not have to be prepaid but is the same whether paid at this end or that.

Errors. We all make them, not intentionally, but they will creep in, especially during the busy season. We want you to be sure and write us at once if on receipt of your order you find anything wrong. Give us a chance to make matters right. We want every customer satisfied and are ready and willing to correct all errors. We cannot however agree to pay damages on account of errors, and we must insist on customers reporting errors within 60 days from the time seeds were required, for after that time we assume no further responsibility.

A PREDICTION

BIG MONEY IN SIGHT FOR THE GROWER OF WHEAT.

The world's shortage of food products is so great that it is going to take several years to overcome same and get back on a pre-war basis. The prices prevailing on wheat at this time is indicative of what you may expect another year. If the world sould face a short wheat crop next season, with no surplus from the present crop, record breaking prices will result. Many now are predicting $5.00 per bushel wheat. Any such price is too high for the best interest of all concerned, but if anyone is to be benefited by any such high prices, it is the growers of wheat. You can always look backward much better than forwards when it comes to looking into the future, but we have been careful observers of crop conditions and we feel justified in advising our best friends to sow wheat this fall. You who fail to sow wheat undoubtedly will look back and feel that you made a mistake. In order to avoid any such feeling among our customers who have not studied the wheat situation, we are adding this last page as a special invitation to you to get in on the big profits which we expect the wheat growers to realize. Why any farmer should hesitate sowing a large acreage this fall is beyond our comprehension. From our study of the crop situation and from all information we can gather, it appears to us that winter wheat is the most promising quick money, cash crop any farmer can grow. If you have obligations to meet next summer, or are in need of money at that time, wheat should solve the problem. No crop will stop high interest rates you may be paying quicker than wheat. There is no such risk or expense to growing a crop of wheat as you have in producing a crop of corn. If you fed the corn into hogs you increase your risk greatly and delay the date of cashing in on your crop. Generally speaking, there is little risk attached to the growing of winter wheat for when the crop comes thru the winter in good shape, the crop is practically assured. If for any reason the crop does not winter well, the land is still available for a corn crop so that the grower of wheat has double protection.

We do not think that the corn growers give the subject of wheat growing proper consideration and now since there is such a great shortage of farm labor, wheat growing should be taken up and a larger acreage seeded than ever before. One man can prepare the ground and sow 40 to 80 acres of wheat in the fall without any additional help, getting away from the shortage of labor in the spring.

Some who have not been accustomed to growing winter wheat may question the advisability of sowing a large acreage, feeling that low prices may prevail or the crop will be a disappointment. In a previous paragraph we pointed out that there is no other crop as certain as winter wheat and if it fails a corn crop can be grown as a second choice. As to the price of wheat, it is almost certain to be from $1.00 to $2.00 per bushel higher than corn, the difference depending altogether on the outcome of the two crops. Our experience in selling seed wheat has been that the best and largest farmers were our best customers. They do not hesitate buying improved seed of the highest yielding varieties. They sow wheat year after year, finding no other crop more remunerative. If growing wheat is a good crop to the influential farmer, it is a good crop likewise for the smaller farmer as well. It is our belief that we will be doing every farmer a deed of kindness, if we can show him where he can make more money. We do believe that the farmers who sow wheat this fall are going to reap big cash dividends when they market their crop. We want to urge you to increase your wheat acreage and have a big crop to market at the high prices which we expect to see prevailing another year.

Be in the lead in your neighborhood and put out a good liberal acreage of wheat. If you do not have proper seed, we will be glad to supply you, but whether you buy seed wheat from us or not, do not fail to sow wheat this fall.